

"Membangun Budaya Literasi yang Bermutu melalui Kajian Isu Mutakhir"

12 Oktober 2024, Universitas Jenderal Soedirman

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Producing English Arrival Flow Video of Yogyakarta International Airport on Youtube

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ABSTRAK

Artikel ini berdasarkan praktik kerja yang dilakukan di PT Angkasa Pura I (Persero) Bandara Internasional Yogyakarta Kulon Progo pada tanggal 2 Mei 2023 hingga 30 Juni 2023. Tujuan dari penelitian ini adalah menghasilkan video alur kedatangan penumpang yang mendarat di Bandara Internasional Yogyakarta, mengidentifikasi kendala, dan mencari solusi yang tepat selama proses pembuatan video. PT Angkasa Pura merupakan perusahaan yang bergerak di bidang transportasi udara di Indonesia. Selama praktek kerja, penulis mempelajari tugas unit Terminal Landside Operation dan Customer Service, serta memahami standar fasilitas dan pelayanan di bandara. Video prosedur dibuat dalam bahasa Inggris dengan terjemahan bahasa Indonesia agar penumpang lebih mudah memahami langkah-langkah yang harus dilalui saat mendarat di bandara. Penulis menggunakan tiga metode pengumpulan data: observasi, wawancara, dan dokumentasi. Observasi dilakukan pada minggu pertama dengan memantau aktivitas penumpang di area keberangkatan Bandara Internasional Yogyakarta. Wawancara dilakukan dengan mengajukan pertanyaan kepada petugas di area kedatangan. Dokumentasi dilakukan dengan mengambil gambar dan video kegiatan dan fasilitas yang ada di area kedatangan. Penulis menghadapi kendala seperti terbatasnya pengetahuan tentang dunia penerbangan dan pengaturan waktu kerja dengan proses pengambilan video, serta area yang tidak diperbolehkan untuk pengambilan gambar atau video. Kendala tersebut diatasi dengan berkonsultasi dengan pengawas unit dan petugas terkait.

Kata kunci: alur kedatangan, Bandara Internasional Yogyakarta, layanan bandara, panduan video, pengalaman penumpang

ABSTRACT

This article is based on work practices carried out at PT Angkasa Pura I (Persero) Yogyakarta International Airport, Kulon Progo, from 2 May 2023 to 30 June 2023. This study aims to produce a video of the arrival flow for passengers landing at Yogyakarta International Airport, identify obstacles, and find the right solution during the video creation process. PT Angkasa Pura is a company operating in the air transportation sector in Indonesia. During work practice, the author studied the duties of the Terminal Landside Operation and Customer Service units, as well as understanding the standards of facilities and services at the airport. Procedure videos are made in English with Indonesian translations so passengers can more easily understand the steps they must go through when landing at the airport. The author used three data collection methods: observation, interviews, and documentation. Observations were carried out in the first week by monitoring passenger activity in the departure area of Yogyakarta International Airport. Interviews were carried out by asking officers questions in the arrival area. Documentation was done by taking pictures and videos of activities and facilities in the arrival area. The author faced obstacles such as limited knowledge about the world of aviation, working time arrangements with the video shooting process, and areas that were not allowed for taking pictures or videos. These obstacles were overcome by consulting with the area's unit supervisor and related officers.

Keywords: arrival flow, Yogyakarta International Airport, airport services, video guide, passenger experience

INTRODUCTION

In this era of globalization, the aviation industry plays a very important role in connecting various parts of the world. Airports, as the main gateway for air transportation, have a big responsibility in providing optimal facilities and services for passengers. One of the airports that plays a strategic role in this context is Yogyakarta International Airport, operated by PT Angkasa Pura I (Persero). This airport not only serves domestic flights but also international flights, so it requires professional and efficient management.

Along with developments in technology and information, conveying clear and effective information to passengers has become increasingly crucial. Information regarding the flow of arrivals, especially for international passengers, must be conveyed in a way that is easy to understand to avoid confusion and ensure a smooth immigration and customs process. One effective medium for this purpose is a video guide that can be accessed online, such as on the YouTube platform.

This research aims to produce an arrival flow guide video in English that can be accessed by international passengers. It is hoped that this video can help passengers understand the stages they must go through when arriving at Yogyakarta International Airport, starting from disembarking the plane to leaving the arrival area.

Work practice was conducted at PT Angkasa Pura I (Persero) Yogyakarta International Airport, Kulon Progo, from 2 May 2023 to 30 June 2023. During this period, the author carried out observations, interviews, and documentation to collect the data needed to make the video. Observations were carried out by monitoring the activities and habits of passengers in the arrival area, while interviews were conducted with officers responsible for that area. Documentation in the form of taking pictures and videos is also carried out to support the preparation of video guide material.

The importance of this research lies not only in providing clear information for passengers, but also in improving the image of Yogyakarta International Airport as a friendly airport for international passengers. With this video guide, it is hoped that passengers can experience comfort and convenience while at the airport, which in

turn can increase their satisfaction with the services provided.

However, the process of making this video was not free from various obstacles. According to Mugil & Kenzie (2025), video enables two-way interaction between content creators and audiences, increasing engagement. Users can provide feedback through commenting and sharing videos, which strengthens the social connection and communication between them. The author faced limited knowledge about the world of aviation and working time management during the video shooting process. In addition, there are areas in airports where shooting or video is not allowed, which requires writers to look for creative solutions in composing video content. These obstacles were overcome by intensive consultation with unit supervisors and related officers in the airport area.

In writing this report, the author used three main data collection methods: observation, interviews, and documentation. The observation method was carried out in the first week by monitoring passenger activity in the arrival area of Yogyakarta International Airport. The interview method involves asking questions to the officer responsible for the area to obtain more in-depth information about arrival procedures and the obstacles frequently encountered. The documentation method is carried out by taking pictures and videos of activities and facilities in the arrival area, which are then processed into video guide material.

The main objective of this work practice is to produce a video of the arrival flow for passengers landing at Yogyakarta International Airport, as well as to identify the obstacles faced during the video-making process and find the right solution to overcome them. This video was made in English with an Indonesian translation to make it easier for international passengers arriving at the airport to understand.

METHOD

This research used a qualitative approach with three main methods of data collection: observation, interviews, and documentation. This method was chosen to gain an in-depth understanding of the flow of passenger arrivals at Yogyakarta International Airport and to create a video guide that is informative and easy to understand.

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1. Observation

According to Hasanah (2017), the observation method, if positioned as a part of the methodological spectrum that includes techniques and strategies for data collection in a proportional manner, will achieve a high level of reliability, so that it becomes a fundamental basis for all existing methods, to find strategic development policies.

Participatory observation methods have valid and relevant applications in a variety of research contexts. In the observation process, the passenger flow at Yogyakarta International Airport was directly observed by the writer, who participated in serving passengers. To facilitate the observation process, the writer always carried out inspections at the arrival terminal. Interactions between officers and passengers were observed, and everything that happened during the observations was recorded. To facilitate the observation process, the writer asked the officer for the passenger's schedule to know when to make the observation. Interactions between officers and passengers were observed, and everything that happened during the observations was recorded. At the time of observation, many passengers asked where the exit, airport train station, pick-up zone, and money changers were, due to a lack of information regarding these matters.

2. Interview

According to Adhabi & Anozie (2017), interviews are a useful way to collect and interpret data, by providing a variety of interviews to get the right information needed. The interview method allows researchers to obtain in-depth and specific information from respondents, so as to provide richer and relevant data for analysis and research. According to Opie (2019), a structured interview is a type of interview that is planned in advance and has a pre-arranged list of questions. These interviews are usually conducted for research or performance evaluation purposes, and aim to obtain consistent and measurable information from respondents. The planned interview method, which included a list of questions that had been prepared in advance, was used by the writer for the examination. These questions are designed to be asked to AOLT and CS officers to obtain specific information about the obstacles faced by passengers regarding the flow of arrivals at Yogyakarta International Airport. From the results of the interview, the writer asked the officer, "How often do passengers ask about the flow of arrivals at YIA?" and "What are the questions asked by passengers?". Answers from AOLT and CS

officers that passengers often ask about the location of the airport train station, money changers, pick-up zones, and facilities. Therefore, the writer will share a video of the arrival flow procedure at YIA.

3. Documentation

According to Morgan (2022), documentation methods involve the collection and analysis of various types of documents, including written documents and images. Documentation taken by the writer with a camera. The pictures taken are of airport service activities and the flow of passenger arrivals. They are used as material for the arrival flow procedure video at Yogyakarta International Airport. Recording a video guide script using English on paper, writing down some of the deficiencies that occur when the flow of passengers arriving at Yogyakarta International Airport takes place.

The process of creating this how-to video also involves the following steps:

a. Video Content Planning

Based on data obtained from observations, interviews, and documentation, the author compiled a video scenario that included the stages of the arrival flow. These scenarios are designed to be easy for international passengers to understand, with a focus on clear explanations and informative visuals.

b. Video Production

Video production is carried out using cameras and appropriate video recording equipment. Shooting is carried out according to the scenario that has been prepared, taking into account the areas permitted for shooting. The author also involved several colleagues to play the role of passengers in the video.

c. Video Editing

After the shooting process is complete, the author edits the video using video editing software. This process includes cutting and merging video clips, adding text and translation in Indonesian, as well as including voice narration to explain the stages of the arrival flow.

d. Video Publication

The edited video is then uploaded to the YouTube platform so that it can be accessed by international passengers who will land at Yogyakarta International Airport. The author also ensures that the video is easy to find by using relevant titles and descriptions as well as appropriate tagging.

By using observation, interviews, and documentation methods, as well as through the

process of planning, producing, editing, and publishing videos, this research succeeded in producing an arrival flow guide video that is informative and easy to understand. It is hoped that this video can help international passengers understand the stages they must go through when arriving at Yogyakarta International Airport, as well as increase their comfort and satisfaction with the services provided.

RESULTS AND DISCUSSION

This research produced an English language arrival flow guide video uploaded on YouTube, aimed at helping international passengers at Yogyakarta International Airport understand the procedures they must follow from arriving at the airport until leaving the arrivals area. The video creation process involves a structured series of steps from data collection to video production and publication. The following are details of each stage passed:

Data Collection Method

This research uses three main methods for data collection: observation, interviews, and documentation.

- 1) Observation: Observations were carried out during the first week of work practice with the aim of understanding the flow of passenger activity in the arrival area. The author directly observed interactions between officers and passengers, and noted areas where passengers often appeared confused or needed assistance. One of the main findings is that passengers often have difficulty finding the location of facilities such as airport train stations, pick-up zones, and money changers.
- 2) Interview: Interviews were conducted with officers in the arrival area, including Customer Service (CS) and Airport Operation Landside Terminal (AOLT) staff. Through this interview, the author identified obstacles that passengers often face, such as a lack of clear information about the arrival flow. The questions asked are designed to gain a deeper understanding of frequently occurring issues and how best to present information in video form.
- 3) Documentation: Documentation is carried out by taking pictures and videos of the facilities in the arrival area. These images and videos are used as the main material in creating guide videos, ensuring that all

necessary information is presented visually and easily understood by passengers.

Video Production Process

The video production process consists of several key stages:

- 1) Pre-Production: At this stage, the writer carries out planning and preparation, including determining the video concept, writing the scenario, and arranging a shooting schedule. The author also conducted a location survey to determine which areas to take pictures of and when is the best time to do so so as not to disrupt airport operations. Video scenarios are written in English and checked by supervisors to ensure language accuracy and compliance with airport procedures.
- 2) Production: Video production was done in two days. The first day was used for shooting on the mezzanine floor, including the baggage claim area and Lawang Papat. Shooting was done in the afternoon to avoid crowds of passengers, and the author used various equipment such as a camera with a stabilizer to ensure good video quality. The second day was spent shooting in the pick-up zone and connecting area leading to the parking building.
- 3) Post-Production: This stage involves video editing, where all the video clips are combined, cut, and elements such as text and voice narration are added. The author also added subtitles in English to ensure the video is easy to understand for international passengers. Once completed, the video is re-checked by a supervisor before being uploaded to Yogyakarta International Airport's social media.

Challenges in Video Production

Several challenges were faced during the production process of this video:

- 1) Limited Knowledge about the World of Aviation: The author has limited initial knowledge of airport procedures and terminology used in the world of aviation. To overcome this, the author consulted with supervisors and read related literature to deepen understanding.
- 2) Image Capture Time Settings: Airports are busy places, especially at certain times. To

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avoid operational disruptions and ensure video quality, shooting is carried out at less busy times, such as in the afternoon. The author must also ensure that vital areas that are not permitted for shooting are kept away from the camera.

- 3) Limited Access in Certain Areas: Some areas at the airport are not allowed for taking pictures or videos for security reasons. This challenge was overcome by consulting with airport officials to obtain special permission and finding creative solutions in presenting videos without violating regulations.

Impact and Benefits of Video

The resulting how-to video provides several significant benefits:

- 1) Make it easier for passengers: This video is designed to provide clear and easily accessible information about the arrival flow at Yogyakarta International Airport. With this guide, passengers can reduce confusion and go through the arrival process more smoothly.
- 2) Improving Airport Image: This video guide also contributes to improving the image of Yogyakarta International Airport as a friendly and informative airport, especially for international passengers. This is expected to increase passenger satisfaction and the airport's image in the eyes of service users.
- 3) Contribution to Service Development: Apart from helping passengers, this video also functions as a tool for evaluating and developing airport services. With this visual guide, airports can more easily identify areas that need improvement and ensure better service standards in the future.

CONCLUSION

The author conducted the job training for 8 weeks at the Airport Operation Landside and Terminal Unit and Customer Service unit of PT Angkasa Pura I (Persero) Yogyakarta International Airport. During the job training, the author observed the activities of airport users in the arrival area, it turned out that there were still many passengers who did not know the stages of arrival and were not familiar with the arrival area at the airport, with this procedure video it would help passengers to know the stages of arrival area specifically at Yogyakarta International Airport. From this job training, the author also

conducted observations and interviews with airport officers to obtain more information related to materials for making departure procedure videos. In addition to using these methods, the author also took documentation during the implementation of practical work, such as taking pictures of airport facilities, and supporting information documents were included in the final project report.

From the process of approximately 8 weeks of job training, the author realized how different it was from the lecture during college and the time when the author went directly to the field. The author has gained a lot of knowledge and experience during the job training at PT Angkasa Pura (Persero) Yogyakarta, which they had never experienced during college. The results of making video procedures certainly have a lot of positive impact on the author, as they show all the stages and areas at the airport, and help the author understand the process of making professional videos. The writer hopes that the implementation of this job training can help gain insight into the world of tourism, and the author also hopes that the products that have been produced can help improve public service at Yogyakarta International Airport.

ACKNOWLEDGEMENT

I fully realize that there are people who contributed to the completion of this article. There is no greater offering I can give than my heartfelt thanks to those who have greatly helped me. In particular, I would like to thank Mr. Rosyid and Ms. Gigih, as my academic supervisors, who have been patient, dedicated their time, energy, and thoughts, and provided attention and guidance throughout the writing process of this article. I would also like to thank Rey for the assistance provided in completing this article. For any shortcomings and imperfections in this article, I sincerely welcome constructive feedback, criticism, and suggestions for its improvement and refinement. I faced quite a few challenges while writing this article, but by the grace of God, it has been completed well.

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