PART II
LITERATURE REVIEW

A. English Media and Learning

1. The Definition of Media in Learning

Learning media is anything that can be used to convey a message in order to stimulate students' feelings, thoughts, willingness, and attention and encourage the learning process is considered learning media. Learning media is everything that can be used in the delivery of materials as well as internal knowledge ongoing learning process (Setiyo et al.,2018,p.2).

Learning media is an effective and practical learning journey support tool so that teaching can go smoothly and in accordance with the rules. The use of teaching materials such as books is very important in the world of education, especially in the process of using them in the classroom by Haryudin. A, Yana, and Efransyah (2020), media-based learning is important for the classroom and school-based learning process. Learning can be understood as something that can transmit information from available sources in relation to the objectives set, so that there is a continuous learning process in which students can carry out both the learning process and the teaching process in an efficient and effective way. According Mahnun (2012), media is everything related to an intermediary whose function is to channel messages and information from other sources received by the recipients of the message and this happens in the learning process.Media are tools used by teachers to help students learn and make learning more effective. The use of learning media is expected to increase the acceptance of student learning materials and attract students to learn.As a result, learning media can be interpreted as a hardware or software tool used by teachers to deliver materials to students during the learning process. Media is expected to make learning more effective and efficient.

2. Kind of Learning Media

Anitah (2009:9) mentions there are several types of media, namely: (a) Non-projected visual media, such as caricatures, illustrations, charts, graphs, diagrams, maps, and so on; (b) Projected visual media, such as: Slide (film frame), Overhead Projector (OHP), Opaque Projector, Slim strip (composite film); (c) Audio media, such as: radio, optical media, tapes, telephones, and so on; (d) Audio-visual media, such as: television and voice slides; (e) Multimedia, such as: interactive media, hypermedia, virtual reality, and multimedia kits.

Learning media is divided into several types. According to Satrianawati (2018: 50) in general the type of media is generally divided into 4 namely visual media, audio media, audio visual media, and multimedia. To be more clearly the following reviews. 5. Visual media is the media that can be seen and rely on sight senses, such as photos, pictures, comics, paste images, poster, magazines, books, miniature, props and others. 2. Audio media is a medium that can be released and rely on the hearing senses, such as sounds, music and songs, musical instruments, radio broadcasts, sound cassette or CD and others. 3. The audio visual media is the media that can be seen and heard simultaneously, such as drama media, staging, movies, television, VCD and so forth. 4. Multimedia is a combination of all types of media that becomes one, such as internet because learning by using the Internet means applying all media and including long-distance learning.

3. Benefits of Learning Media

The use of media in learning has several benefits, including the following: (a) clarifying information or messages so that they are not too verbal (in the form of written or spoken words); (b) overcoming the limitations of space, time, and the sense of the senses; for example, objects that are too large can be replaced with smaller ones; (c) the use of various forms of educational media during the learning process will increase student involvement and motivate students to learn; and (4) consider how various

forms of educational media can be used as teaching tools. This relates to the similarity of educational media, the similarity of learning abilities, and the similarity of the stimulus given to students. Sadiman(2012).

4. The Stages in Development of Learning Media

This type of research is classified as research and development (Research and Development). Then the research that this researcher did aims to develop an English learning medium, i.e. products a qualified flipbook. This flipbook learning media development model uses the following: Addie model. The reason for choosing this model is because of the development steps. This model is composed of systematic activities in solving the problem, problems related to the corresponding learning medium.The needs of students are therefore researchers using the ADDIE model. The ADDIE model has five stages, namely Analysis, Design, Development, and Design. Implementation, and Evaluation.

According to (Mulyatiningsih, 2015: 58- 586) The details of the activity with the addie development model as follows:

a. Analysis at this stage the thing is done is identifying the products that match the target of learners, identify the contents or learning materials, identify the learning environment and the delivery strategy in learning.

b. Design at this stage the thing is done designing the new product concept, designing new product development tools or manufacturing products written in detail.

c. Develop at this stage the thing is developing the product. At this stage the product has been started to create (material / materials, tools) that match the model and then at this stage is also made instrument to measure the product developed.

d. Implementation at this stage the thing is to apply the product developed in the learning or real environment, re-view the development of the development of the product, and see the interactions that occur among learners as well as the initial feedback of the evaluation process.

e. Evaluation At this stage of the thing is to look at the impact of learning by critical, measuring the development of development objectives, measuring the targets of targets, searching for any information that can learn learn achieve good results.

B. Flipbook as Media

1. Teaching English using Flipbook

flipbooks is a media resembling the book with each page comes with animation or moving process. Flipbooks can be equipped with text, animation, images, videos, and sounds, so that it can create interactive learning and motivates students in learning and easier to stimulate student memory so as to improve student learning outcomes. Mulyadi *et al*(2016: 298), Flipbooks with animated, images, videos, and sound can make it as an intended learning media for students. Interesting learning media will be a stimuli for students in the learning process (Nurrita, 2018), which will ultimately increase the interests and student learning outcomes.

2. The benefit of Flipbook

Some other advantages are, it can import files with various options: import pdf files to turn them into flip pages, import images (JPG, BMP, Jpeg, Png, Gif), import movies and videos (Swf, Flv, F4v, Mp4), add background music to the flipbook.

The use of digital flipbooks is a smart and innovative solution in Learning various materials related to English will be easier to understand if submitted by teachers with the support of pictures, photos, documentaries or animations.

According to Rahmawati and Ida (2017) .There are some advantages and disadvantages of flipbooks, which are flipbooks. Have some advantages, being able to learning materials in the form of words, sentences and pictures, It can be equipped with colors so that it attracts students' attention, the manufacture is easy and the price is low, easy be carried around, and can increase learning activities another flipbook advantage is

helping to improve student's mastery of abstract or non-occurring events It can be presented in class.

3. The Disadvantages of Flipbook

In addition, flipbook media also has drawbacks, namely its use can only be carried out in the following areas: schools with adequate facilities and good teacher and student skills in their fields. Therefore the use of flipbook media must be used in accordance with the situation and condition of the school and the learning objectives to be achieved. Lack of facilities is only useful individually or in small groups, namely only up to 4-5 people (Wahyuliyani *et al*, 2014).

C. English Learning

1. The Definition of English Learning

Learners can and should be interpreted as an interaction process. Between study participants, teachers/instructors, and or sources of learning in a learning environment to achieve the best purpose of learning. Uno (2007:4) because learning is the interaction of participants in education and His desire to be a change.Better conduct. Even during the learning process, the main principle is the entire process of involvement or the vast potential of the soul and what it means to be educated, his current life, and the future.

More According to Gagne and Briggs in Brown (1994: 9-50), there are some lessons, such as (5) drawing attention to participants students ready to take lessons, (2) telling the purpose of the study, and (3) stimulating

2. English Learning for Hospitality

Hotels are businesses owned by their owners. By providing meal services, grammar, and other facilities to those who are on their way and can pay in a manner commensurate with the services provided without the need for special training. Sulastiyono in Maluto (2014:5).

One of the important factors to note when developing hotels is the ability to communicate in English. English is an important international

language for cross-country interaction. English is one of the requirements in improving the performance of hotel employees. In order for students to succeed in school, teachers must improve their performance.This is done to ensure that students can contribute to world growth and socialize with other students.

D. Front office Materials

Front office is the first person you're going to meet, so the knowledge you're going to gain from research is valuable.According Utari (2016:52), states that the receptionist has a role important for companies to consumers,record companies and guest company.

A front office agent must be able to communicate effectively and efficiently, and have extensive knowledge of the hotel and surrounding areas.In addition to being a guest service agent, the front office agent also serves as an information center for all activities in the hotel, whether internal or external (hotel guest), and the front office agent will be in contact with all departments in the hotel and guests, either directly or indirectly.The front office genes are insufficient by hotel standards, so guests will feel uncomfortable.

1. The task of a Front office Agent is:
    a. Front office Agent has a task in the guest reception, register and create and provide the key and the room card for guests.
    b. Provide service information provided by the hotel and verify customer credit and assign all of the guest payments.
    c. Can promote rooms for sale.
    d. Checking the guest's accounts that check-out.
    e. accept payment for account.
    f. Balancing cash accounts.
    g. Inform the housekeeping part about the room that has been empty and ready to clean.
    h. If anyone asks about the reservation should be answered correctly

i. Always make any data of the guests who want to make a reservation. 50. Accept the phone in and manually and immediately replied the message incoming in from email or service application for hotel reservation.

j. Can face and refer to guests who are not satisfied to the management.

2. The responsibility of a Front office Agent is:

a. Needing the price of the room and make the average selling room to the guests whenever possible.

b. Help Front office Department and Housekeeping Department when necessary.

c. Ensure all the correct payments and credit in posts to the appropriate folio guest.

d. Collecting costs from guests who fit the folio guest.

e. . Ensuring cash equality in records and balanced at the beginning and end of each end of the work shift.

f. Answering the questions provided by the guest.

g. Provide administration, receipt and program support for management and staff.

h. Managing phone activities, including providing general knowledge for callers.

i. Managing Walk-in guests. Interested guests. Say it and always smile to visitors as Welcoming Manner.

j. Register and set the rooms for guests.

k. Resolving the problem of natural family scope of the authority, if it refers to the management.

Based on the Merdeka curriculum, the housekeeping department is further divided into several sections, each of which is responsible for certain jobs and areas are as follows;

1. Reception car service

carry out important roles and functions as needed for operations. A good image of the hotel is in this department. The term heart of the hotel is

used because this is where the source of information and instructions to various departments for services to guests is provided, such as receiving room orders;Handle the arrival, registration, and placement of guest rooms;Serve during guests stay at the hotel and carry out guest departures

2. Reservation service

Reservations are activities carried out by guests in order to book a room or other accommodation. A hotel room reservation is an order that is made some time in advance and that is obtained from various sources with various steps of ordering. This section has an important role because the high and low occupancy rates of rooms are largely determined by the ability of the reservation side to handle hotel room reservations.

3. Porter service

Porter is a position that isat one level higherthan any other officer at the concierge. Welcome and say hello.A guest is a must onpay attention to someoneporter/bellboy, serving withwholeheartedly for guests to feel happy and impressivekind to the hotel. Because oneA porter or bellboy brings a good name.hotel in touch withcorporate guests and clients.Service and actionsPorters and bellboys can influenceattitude of the guests. Poor servicemay result in guestshave a negative impressionabout the staff and the hotelown, so guests will notenjoy a comfortable atmosphereduring stay.

4. Telephone service operator

Hotel telephone operators are part of the hotel front office that deals directly with hotel guests. The difference is that a receptionist can meet face-to-face with guests; telephone operators serve guests by telephone. Apart from serving guests, telephone operators also serve calls for hotel staff. Several communication services that are usually handled by telephone operators include answering incoming calls, handling outgoing calls, providing information related to hotel services, providing communication call services within hotels, and so on.

E. Relevant Study

   Several studies have been conducted in relation to this research. Previous research which became a reference in writing this research is as follows:

   Sri Hayati et., al (2015) in a study entitled Development of Physics Flipbook Learning Media to Improve Student Learning Outcomes. Multimedia-based Physics Flipbook learning media is suitable for use in physics learning. The similarity with research is using Research and Development (R&D) to find out the process and results of development in the form of learning media and the development of media eligibility forms through validation by experts. However, the difference in this study is that the software used is Heyzine Flipbook while the software used by Sri Hayati et.al is a multimedia-based Flipbook in physics learning.