Development of E-Pocket Personal Hospitality Attitude to Improve the Brand Identity of Tourism Department Students at Polimedia Kreatif

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Abstract. The characteristics of students majoring in tourism are very important as the identity of the department. To make it society to recognize the tourism department, a Brand Identity is needed. 50% of students do not wear uniforms according to existing regulations. There are still lecturers who do not reprimand them and allow this to happen, and there are still many students who do not greet each other, even the lecturers. This research aims to determine the process of developing a personal hospitality attitude e-pocket for students majoring in tourism that is valid, efficient, and effective in increasing the department's brand identity. The research subjects were students majoring in tourism at the Creative Media State Polytechnic. The instruments used are expert validation test sheets, student observation sheets, and student & lecturer response questionnaires. The development model in this research refers to the 4D. The data analysis used in this research is validity and attractiveness data analysis techniques. The results of this research show that, the PHA e-pocket developed is attractive readable, suitable and effective for use as a medium for increasing the brand identity of the Tourism Department.

Keywords: Development, E-Pocket, Personal Hospitality Attitude, Brand Identity, Tourism Department.

1 Introduction

There are many forms of service to students, including those related to the application of the rules that characterize "hospitality study" which are called "personal hospitality attitude" (PHA) rules as an integrated part of the learning and identity of a hotelier who will later be involved in the hospitality industry. In literature about hospitality, it is written that "From the foregoing discussion the reader will have the perception that the hospitality product is all of the above: tangible and intangible, a service and a good, and everything in between" [1]. This understanding shows that the characteristics of students majoring in tourism are very important as the identity of the department. To make it easier for the academic community and society to recognize and even remember the tourism department, a Brand Identity is needed. The brand identity used is a hexagonal prism commonly known as the "Brand Identity Prism" which includes six aspects that allow the brand to be considered different from other competing brands. The Brand Identity Prism consists of six aspects, namely (a) Physique; (b) Personality; (c) Culture; (d) Relationships; (e) Reflection; and (f) Self-image [2]. To brand identity, the Tourism Department must have a distinctive characteristic, namely a hospitality attitude. This attitude is

a sign of hospitality because it means the attitude of being a good host. Many people interpret it as someone's friendliness. In this sense, hospitality is defined as a form of the verb [3]. To facilitate the development of this attitude, practical media such as e-pocketbooks can be created. It is said to bring many benefits because information can be presented through multimedia in the form of stories, animation, video, audio, etc. One form of application of digital books in learning media is in the form of digital pocketbooks or e-pockets [4]. Observation results show that in each learning process, there are still 50% of students who do not wear uniforms by existing regulations. There are still lecturers who do not reprimand them and allow this to happen, then there are still many students who do not greet each other, even towards the lecturers, which is not what was conveyed during the PKKMB. This was indicated because there were no supporting documents for the implementation of PHA regulations, for example, pocketbooks that were incomplete and not well presented. The results of research conducted by Zulfarmansyah showed that digital pocketbook (e-pocket) innovation was declared feasible (90.1%), practical (90.6%) and effective (77%) [5].

The digital pocketbook, or e-pocket, for "Personal Hospitality Attitude" (PHA) stands out with its novel integration of both practical guidelines and digital interactive elements specifically tailored to instill hospitality values among students. Unlike traditional handbooks, this e-pocket leverages multimedia that appeal to diverse learning styles, enhancing engagement and retention in ways that printed materials or simple digital texts. Additionally, it aligns with the "Brand Identity Prism" concept by incorporating tailored content that highlights aspects like Physique and Personality of the tourism brand, which are crucial to establishing a unique, memorable department identity [6]. Moreover, its real-time feedback mechanisms for behavioral tracking, such as reminders or visual reinforcements on attire and etiquette, directly address observed gaps in student compliance and engagement. This feature differentiates the e-pocket from existing digital hospitality resources that generally lack immediate interactivity and adaptive content to enforce departmental standards of personal branding and professionalism [7].

Based on these conditions, researchers know how to develop accurate and effective guidelines for implementing a personal hospitality attitude to increase the brand identity of students majoring in creative polymedia tourism.

2   Method

This research is development research which is included in the Research and Development (R&D) type of research. research and development aim to produce a particular product by creating a new one or developing an existing one, and then testing the effectiveness of the product [8]. Research and Development (R&D) studies involve a structured methodology aimed at systematically designing, refining, and testing a product or process to meet specific needs or enhance an existing solution. This type of research typically follows iterative stages, the 4D model (Define, Design, Develop, Disseminate), to ensure that each phase addresses the practical and theoretical requirements for effective implementation and user impact [8]. Through its emphasis on validating usability and efficacy, R&D enables researchers to not only create but also substantiate a product's educational or functional value in real-world contexts, particularly when applied in digital learning tools or instructional materials.

2.1 Location, Sample, and Survey

The product development in this research is an e-pocket application of PHA for students majoring in tourism. This research was conducted at the Politeknik Negeri Media Kreatif and the subjects of this research were students majoring in tourism.

2.2 Questionnaires and Data Analysis

The development model chosen and which best meets the preferences of the problem is the 4D model which is carried out in stages: 1) definition, 2) design, 3) development, and 4) deployment. This research uses research instruments in the form of validation sheets, lecturer interview guidelines, student activity observation sheets, student response questionnaires, and lecturer response questionnaires. These instruments include Lecturer interview guidelines, student activity observation sheets, expert validation sheets, and student and lecturer response questionnaires. Data collected through established research instruments will be analysed and shared quantitatively to ensure the validity and attractiveness of the guidelines developed. Analysis of the level of validity of the PHA e-pocket using the criteria for the validity of teaching materials can be seen in the following table:

Tabel 1. Validation Criteria (Modified) [9]

Quality Score	Eligibility Criteria	Explanation
$3{,}26 < x \le 4{,}0$	Valid/Very suitable for use	Not Revised
$2{,}51 < x \le 3{,}26$	Sufficiently Valid/Suitable for use	Partial Revision
$1{,}76 < x \le 2{,}51$	Not valid/suitable for use	Partial Revision & Review of Material
$1{,}00 < x \le 1{,}76$	Invalid/fit for use	Total Revision

3 Result

The research results obtained at each stage with the 4D model are as follows:

3.1 Define

The first stage in this research is to analyse the conditions before designing the product to be made. The first analysis is the initial and final analysis through interviews with selected lecturers with the results that in their daily lives there are still students who are not aware and sensitive to personal hospitality attitudes, namely in each learning process they are still There are students who do not wear uniforms according to existing regulations. Then, student analysis was carried out through USG analysis and a fishbone diagram which resulted in supporting documents needed to increase brand identity in the form of a pocketbook. Finally, there is a concept analysis where what is obtained is the creation of an electronic pocketbook or e-pocket containing good grooming, greetings, and courtesy.

3.2 Design

This second stage consists of several parts, namely: a) media selection is carried out by creating a PHA e-pocket storyboard consisting of an opening, content, and closing sections; b) the design of material presentation is adjusted to the PHA indicators called golden rules which consist of grooming, how to knock the door, greetings, how to smile, and saying "thank you" which can be seen in table 2 below and finally designing the instrument used using a Likert scale. The questionnaire can be modified according to the needs of researchers, by adding contextual aspects, not only for validators but there are also response questionnaires from students and lecturers that are adjusted so that they know how interesting the e-pocket that is created is

Table 2. Storyboard e-pocketbook Personal Hospitality Attitude

No	Item	Deskripsi
1	Opening Part	This section is the initial display section of the e-pocket consisting of the front cover, foreword and table of contents
2	E-pocket content section (material)	The content consists of core material related to grooming, how to knock the door, greetings, how to smile, and saying "thank you". This is included in the personal hospitality attitude
3	Closing Part	The last part is the cover, namely the back cover.

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3.3 Development

At this stage, there are several parts, namely:

Product Development

Creation of media for developing personal attitudes for hospitality students in the form of a e-pocketbook of the personal hospitality attitude. (PHA). Some of the image displays resulting from the design are as follows: a) Opening section; b) Contents Section; and c) Closing Section

Fig. 1. Display of the Front Cover and Table of Contents of e-pocketbook PHA

Fig. 2. Display of e-pocketbook PHA Material Contents

**Fig. 3.** View of the back cover of the e-pocketbook PHA

Validation Test

Validation is carried out to assess the e-pocketbook in terms of appearance, material content and language used. There are 3 validators selected who are competent in their fields. Based on the three validation tests, the average results were obtained which can be seen in the following table:

Table 3. Recapitulation of Validation Test

No	Aspect	Average Score	Percentage	Criteria
1	Media	3,15	78,75%	Fairly Valid
2	Material	2,93	73,25%	Fairly Valid
3	Language	3,44	86,0%	Valid
Average		3,17	79,25%	Fairly Valid

The table shows that the e-pocketbook that has been created produces an average of 3.17 or 79.25%, meaning it is quite valid both from the media, material, and language aspects. When displayed in a graph it can be seen in the following image :
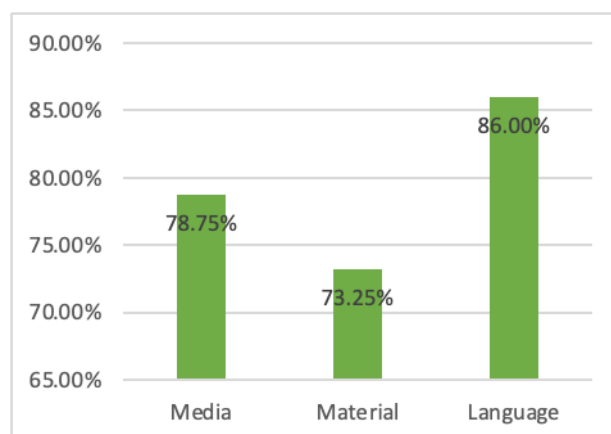
Fig. 4. Validation Test Recapitulation Graph

In each aspect that needs to be partially revised, it is the media and material aspects, which can be seen in the following table :

Table 4. Media Validation Improvements

No	Suggestions/Input for Improvement	Improvement Results
1	Front cover revision	It would be better if the front cover was made more attractive in terms of the choice of ornament, and the name of the author should be added, and there is no need for an address
2	Back cover revision	It is recommended that you add a biography or photo of the author, not just words

Based on these improvements, the results are as follows:


Before Revision   After Revision

Fig. 5. Front cover repair comparison

Before Revision   After Revision

Fig. 6. Back cover repair comparison

Table 5. Material Validation Improvements

No	Suggestions/Input for Improvement	Improvement Results
1	The images in the greeting's material provide multiple interpretations	It's best to just make an example of a conversation bubble image, for example "Good Morning", you don't need to write it all out
2	The color of the conversation bubble has been changed	The choice of white is more legible compared to the orange color in the conversation bubble which is dark purple

Based on these improvements, the results are as follows:

Before Revision   After Revision
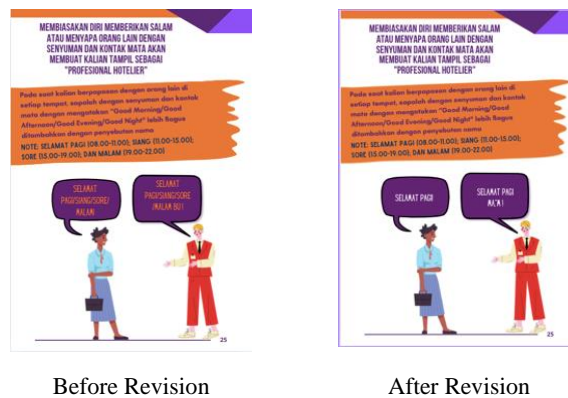
Fig. 7. Comparison of image improvements in greetings

Product Trial/Attractiveness in The Form of Readability

Results of readability tests carried out on several selected students and fellow lecturers. The aspects tested are the appearance, material, and language aspects. Respondents were sent a readability test questionnaire via Google Form. The average results can be seen in the following table:

Table 6. Recapitulation of Product Trial Results/Attractiveness/Readability

No	Aspect	Average Score	Percentage	Criteria
1	Appearance	1063	93,2%	Very Attractiveness
2	Material	1054	92,5%	Very Attractiveness
3	Language	624	91,2%	Very Attractiveness
Average			**92,3%**	

Effectiveness Test

The results of the pre-test and post-test analysis carried out on selected respondents, namely students from the Tourism and Non-Tourism Department of Politeknik Negeri Media Kreatif, related to significant changes in knowledge of PHA attitudes and an increase in the brand identity of the Tourism Department, which can be seen in the following table:

Table 7. N-Gain Test Calculation Results for Tourism Department Students

Average	**0,563**
Minimum	1,66
Maximum	8,57

Based on this table, it shows that the average N-Gain value for Tourism Department Students is 0.563 or 56.3%, which is included in the quite effective category. Next, a table of the results of the N-Gain test calculation for non-tourism major student respondents will be presented as follows:

Table 8. N-Gain Test Calculation Results for Non-Tourism Department Students

Average	**0,5738**
Minimum	0,2
Maximum	1,0

Based on this table, it shows that the average N-Gain value for Tourism Department Students is 0.5738 or 57.38%, which is included in the quite effective category.

3.4 Disseminate

After stages one to three have been implemented, the next stage is the deployment stage. The researcher distributed the final product in the form of a e-pocketbook PHA only within the Tourism Department, even though the aim was for the entire academic community at Politeknik Negeri Media Kreatif, especially teaching staff or lecturers in other departments who also teach several courses in the tourism department. However, until the final results, only all students from the Tourism Department, lecturers who taught courses in the Tourism Department and several selected students outside the Tourism Department received this PHA e-pocketbook link

distribution. As for other access that can be practically accepted, you can visit the link: https://online.anyflip.com/tmqoz/ciqt/mobile/index.html

4 Discussion

The 4D approach was carried out in development research to create a product in the form of e-pocketbook PHA which was developed to increase brand identity in the Tourism Department of Polimedia Kreatif. The aim of this research is that researchers hope to see how students and lecturers respond and the feasibility of e-pocket PHA. E-pocketbook was created based on the golden rules of the tourism industry, especially in the hospitality sector. The language used is Indonesian and additional terms that are familiar to the world of hospitality. The images presented are relevant to the material so that the community feels this is interesting and does not seem forced.

Based on the results of validity tests by validators, it was found that e-pocketbook PHA had met the validity criteria. However, to achieve feasibility, several revisions were carried out, namely in media and material validation, while in language validation no revisions were needed because they already met the valid criteria. This is different from research by Rosalinda, E. M, which stated that media validation results were 100% and material validation results were 92.7%, meaning that these two aspects were considered very valid and did not need revision [10].

The e-pocketbook of PHA which has been declared valid is then tested on selected students and lecturers to find out the attractiveness of e-pocket through the data obtained. Based on the research results, it was found that an average of 92.3% of respondents gave very interesting responses, meaning that this e-pocket can be used by a wide audience, especially the entire academic community in the Tourism Department. Apart from that, the effectiveness test for both students majoring in tourism and non-tourism is in the criteria of being quite effective, meaning that the e-pocketbook PHA is effective enough to be used as a medium to increase the brand identity of the Tourism Department at Polimedia Kreatif, which makes it different from other departments. The results of this research are in line with Fajar's research which stated that the results of the student response questionnaire were 3.68, meaning the criteria were very interesting [11].

5 Conclusion

A guide to implementing a personal hospitality attitude to increase the brand identity of students majoring in tourism was developed through the creation of e-SAKU PHA which uses the 4D model (Define, Design, Development, Disseminate). Valid criteria are seen based on the recapitulation of validation results, namely media validation of 3.15, material validation of 2.93, and language validation of 3.44 with an average of 3.17 or 79.25% with quite valid criteria meaning there is still something that needs to be done. Partially revised, namely from the media and material aspects. Attractiveness criteria are seen based on the results of analysis of respondents' responses from both selected students and lecturers. The results of the analysis show that the average percentage is 92.3% in the very attractive category. The criteria for the effectiveness of PHA e-pocket for Tourism Department students based on the results of the N-gain test obtained an average of 0.563 or 56.3% which is quite effective, as well as for non-

Tourism major students the average was 0.5738 or 57.38% which is in categories are quite effective too. Thus, the PHA e-pocket developed is attractive readable, suitable and effective for use as a medium for increasing the brand identity of the Tourism Department at Politeknik Negeri Media Kreatif. For future research, it is recommended to explore the long-term impact of the e-SAKU PHA on students' professional performance in real-world hospitality settings to assess sustained effectiveness. Additionally, implementing gamification elements or interactive features within the e-pocket book could potentially increase engagement and retention, particularly among non-Tourism major students. Expanding the study to include a wider variety of feedback from industry practitioners might also offer deeper insights into refining content relevancy and practical application for developing brand identity in students.

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