

ABSTRACT

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Analysis of Cabin Crew Service Communication for Elderly Passengers of Hajj Pilgrims of Wamos Air

Keywords: Service Communication, Cabin Crew, Elderly Passengers, Hajj Pilgrims, Wamos Air

(xi+58+Attachment)

This study is entitled "Analysis of Cabin Crew Service Communication for Elderly Hajj Passengers of Wamos Air". This study aims to analyze the communication of cabin crew service of Wamos Air towards elderly hajj passengers. This study uses a qualitative approach method. The theory in this study uses the Action Assembly theory developed by John Greene, through interviews with five sources, namely part of the Wamos Air cabin crew, this study focuses on service communication carried out to elderly passengers of Wamos Air hajj pilgrims. The findings show that a friendly and sincere approach is an important start in building good relationships with passengers. The results of this study indicate that effective communication is very important in improving elderly passengers' understanding of the information conveyed. Cabin crew need to use simple language, repeat information, and pay attention to facial expressions and body language to ensure elderly passengers feel comfortable and cared for. In addition, providing accurate answers to passenger questions is also part of the importance of more effective communication.

Bibliography (2005-2024)