

CREATING A BUSINESS ETIQUETTE ANIMATED VIDEO OF SOME ASEAN COUNTRIES

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ABSTRACT

The Development of creating a business etiquette animated video of some ASEAN Countries was motivated by the lack of contextual and interesting visual media in learning Intercultural Business Communication, especially regarding cross-country business etiquette. This study aimed to create a business etiquette animated video as an interactive learning medium, and to find out the users' responses toward the developed media. The study employed a Research and Development (R&D) method with a quantitative descriptive approach, using the ADDIE development model, which includes the phases of Analysis, Design, Development, Implementation, and Evaluation. The video content covered five main topics: country background, dress code, greetings, introductions, punctuality, and meeting customs, focusing on three ASEAN countries—Singapore, Brunei Darussalam, and Myanmar. The product was validated by a content expert and a media expert, resulting in scores of 85% and 83.33%, both categorized as “Very Good.” In the implementation stage, 26 fourth-semester students of the English for Business and Professional Communication Study Program participated in assessing the video by completing a response questionnaire using a 4-point Likert scale. The average response scores ranged from 3.15 to 3.73, with an overall percentage of 84.46%, indicating that the video was effective, engaging, and easy to understand. In conclusion, the animated video is pedagogically and technically feasible and successfully supports students' understanding of ASEAN business etiquette through contextual and visually engaging learning media.

Keywords: animated video, learning media, business etiquette, ASEAN, cross-cultural communication