

## ABSTRACT

Customer service values are often taught through theoretical explanations, while the emotional and interpersonal aspects of service are difficult to understand without realistic learning experiences. Therefore, alternative learning media are needed to help students understand these values in a more meaningful way. This study aimed to develop a novelette entitled *The Day After Never* as an alternative learning medium that reflects customer service values through a fictional narrative. This study employed a qualitative Research and Development (R&D) design adapted from Sugiyono (2019), consisting of four stages: needs analysis, product design, product development, and evaluation. The data were collected through document analysis, a semi-structured interview with a customer service staff member at EN'S Coffee n Space, and expert validation. The findings revealed that the developed novelette reflects three customer service values, namely communication (8 occurrences), empathy (5 occurrences), and patience (8 occurrences), as represented through the main character's actions and interactions in a restaurant setting. The interview findings confirmed that these values are consistent with customer service practices in the hospitality industry, while expert validation indicated that the novelette was suitable after revisions. In conclusion, *The Day After Never* can serve as an alternative literary learning medium to help vocational and college students understand customer service values in a more engaging, meaningful, and relatable way through fictional experiences.

**Keywords:** *communication, customer service, empathy, novelette, patience*

## ABSTRAK

Nilai-nilai pelayanan pelanggan (*customer service*) seringkali diajarkan melalui penjelasan teoretis, sementara aspek emosional dan interpersonal dalam pelayanan sulit dipahami tanpa adanya pengalaman belajar yang realistis. Oleh karena itu, diperlukan media pembelajaran alternatif untuk membantu peserta didik memahami nilai-nilai tersebut secara lebih bermakna. Penelitian ini bertujuan untuk mengembangkan novelet berjudul *The Day After Never* sebagai media pembelajaran alternatif yang merefleksikan nilai-nilai pelayanan pelanggan melalui narasi fiksi. Penelitian ini menggunakan desain kualitatif *Research and Development (R&D)* yang diadaptasi dari Sugiyono (2019), yang terdiri atas empat tahap, yaitu analisis kebutuhan, desain produk, pengembangan produk, dan evaluasi. Data dikumpulkan melalui analisis dokumen, wawancara semi-terstruktur dengan seorang staf pelayanan pelanggan di EN'S Coffee n Space, serta validasi ahli. Hasil penelitian menunjukkan bahwa novelet yang dikembangkan merefleksikan tiga nilai pelayanan pelanggan, yaitu komunikasi (8 kemunculan), empati (5 kemunculan), dan kesabaran (8 kemunculan), yang direpresentasikan melalui tindakan dan interaksi tokoh utama dalam latar sebuah restoran. Hasil wawancara mengonfirmasi bahwa nilai-nilai tersebut selaras dengan praktik pelayanan pelanggan dalam industri perhotelan, sementara hasil validasi ahli menunjukkan bahwa novelet tersebut dinyatakan layak digunakan setelah dilakukan revisi. Dengan demikian, dapat disimpulkan bahwa *The Day After Never* dapat berfungsi sebagai media pembelajaran sastra alternatif untuk membantu peserta didik vokasi dan mahasiswa memahami nilai-nilai pelayanan pelanggan secara lebih menarik, bermakna, dan relevan melalui pengalaman fiksi.

**Kata kunci:** *empati, kesabaran, komunikasi, novelet, pelayanan pelanggan*