

CHAPTER 1. INTRODUCTION

1.1 Background

In the current era of globalization, technological developments have a significant role in our lives. Technological developments help us solve our problem, help communicate remotely, and make our work easier. In terms of communication, current technological developments make it easier for us to access and disseminate information to people worldwide without worrying about distance issues. The ease of accessing information can be used to increase the promotion of a product or service to reach a broader market. According to Indrianto et al.(2016) the era of globalization has advanced communication technology to create new opportunities in formulating creative promotion strategies and planning effective promotional programs to produce something big.

However, many companies or institutions have not utilized technology in running and promoting their business activities. One business that still rarely uses information systems to promote its business is the course institution. As stated by Husein et al., (2017) Currently, Lembaga Kursus dan Pelatihan (courses and training institutions) promote their service products by visiting schools or installing billboards/banners on several strategic roads to attract the attention of road users. Of course, it requires large funds, so it needs promotional media with low costs and efficient results to reach a broad market, namely through internet media with marketplaces.

Using conventional ways to promote the products in promoting business, such as distributing pamphlets/brochures and using word of mouth marketing is not in line with the changing market and consumer behavior, where costumer spend more time on the internet to access information in the current digital era. Based on data from Hootsuite and We Are Social reports (2021) <https://datareportal.com/reports/digital-2021-indonesia> it stated that the average Indonesian accesses the internet in one day

is 8 hours 52 minutes. Thus, a new promotion model is needed to adapt to current market conditions. Course institutions for example need to change their promotion model from conventional to digital to reach a broader market and improve the branding of their service products. One of the course institutions which still use old marketing strategy is AHE Brilliant Cikampek

AHE Brilliant Cikampek is a professional course institution in Cikampek sub-district. It is one of the branches of the central AHE course institute. This course provided several courses, namely Reading Course, Counting Course, and English Course. The total number of students in AHE Brilliant Cikampek until 2022 is 150 students which are guided by 5 teachers. One of the advantages of AHE Brilliant Cikampek is that this course has a learning method that comes from a central institution, this learning method is very structured and has been proven successful in helping millions of Indonesian children in learning, especially learning to read and count.

Based on the interview done as a preliminary study with the owner, AHE Brilliant Cikampek only has a banner as their promotional media, they did not have any promotional media like brochure, pamphlet, or website to promote their course wider. Since it was first established, AHE Brilliant Cikampek use word of mouth marketing for their marketing strategy. The course owner offers a course program to her acquaintances who are the parents of kindergarten or elementary students. Then after that parent's children enter this course, the parents of those acquaintances will recommend the course to other acquaintances and the pattern will continue.

Since 2022, AHE Brilliant Cikampek created their own social media account in instagram with username @ahebrilliantckp, this instagram account is purposed for promoting their learning activity, but unfortunately it's still lack in explaining about the course program provided completely, so it makes the customer difficult to find the complete explanation about the course program in AHE Brilliant Cikampek. They also conducted promotions by placing posters or announcements on the owner's social media, more precisely on Facebook and Whatsapp Story. However, the owner

said that this promotion is less effective because the viewers are only people in the owner's social circle environment.

As a result, people who know about this course are very limited and less broad, so students who register are usually only from around Cikampek sub-district. In fact, the owner wanted to have more students not only from Cikampek sub-district but also from outside Cikampek sub-district as well.

Based on the problem above, the writer got recommendation from the owner to make a website for AHE Brilliant Cikampek to help further promotion of the course. Website has several advantages than any other conventional promotional media such as provides easy access to information and reach a wider range audience. By using website as a promotional media, hopefully the goal of the course's owner to promote the course to a wider range community can be achieved.

1.2 Objective

The objective of this final project is to make a website for AHE Brilliant Cikampek that can be used to promote the course to a wider range community.

1.3 Significances

Based on the objective above, the significances of making this website are:

1.2.1 The witer

This project can help the writer to apply her ability in English skill such as writing the content of the website and translation. It can also upgrade the writer's skill in operating computer software especially for making website.

1.2.2 The owner of AHE Brilliant Cikampek

The promotional website can assist the owner to introduce and promote the course to a wider community.

1.2.3 The customer

The website can help the customer to know more about AHE Brilliant Cikampek and they can directly register themselves.

1.2.4 The students of English study program

This final project can be used as a reference for student who are going to conduct the final project of the same product that is a promotional website.