

CHAPTER 1. INTRODUCTION

1.1 Background

Education can come in several forms. Act of the Republic of Indonesia No. 20 Year 2003 classified education into three forms. Those are formal, informal, and non-formal education (Ministry of National Education, 2003). First, formal education means an educational stream, which is structured and has levels, encompassing basic education, secondary education, and higher education. Second, informal education means family education and education in surroundings. Third, non-formal education is provided for community members who need education services which functions as a replacement, complement, and/or supplement to formal education in the frame of supporting life-long education. A non-formal education unit consists of course institution, training institution, study groups, and other education units of the similar type. As a part of non-formal education unit, course and training institutions are provided for those who are in need of knowledge, competencies, life-skills, and attitudes to develop their personality, professionalism, working ethics, entrepreneurship, and/or for further. Course and training institutions may vary in terms of the subject learned by the students and one of which that can be found in Indonesia is language courses.

Situbondo is a district in East Java that has many language courses. One of them is Oktav Course located at Cempaka Street, Patokan District, Situbondo Regency, East Java. It is a course and training institution was established in 2019. Oktav course is an English course designed to gradually develop students' abilities and build their confidence not just in English but Arabic and Mandarin communication as well. Oktav course also has several programs such as TOEFL (Test of English as a Foreign Language), CDP (Cultural Diversity Program), and English language training. In addition, this course institution has collaborated with Tourism, Youth, and Sports Department of Situbondo.

The writer did a preliminary study to catch information related to promotional media use so far by interviewing the owner and she said that Oktav

Course already has previous promotional media such as brochure, flyer, booklet, WhatsApp, owner's Facebook (emilda oktav), Instagram(oktavcourse) with 819 followers, YouTube (Oktav course) which has 42 subscribers, and the official website (oktavcourse.wixsite.com). The printed media is only available at the course so it could not reach a wider target audience. Furthermore, the online media, including the WhatsApp, Facebook, Instagram, YouTube, and website, are only updated every three to six months. Therefore, although Oktav Course used several promotion media, it is still not enough promote the course institution because these media are not updated regularly and unable to provide complete and interesting information about the course to the customers.

The owner stated that she would like to make a video to promote Oktav Course as people nowadays prefer watching videos instead of reading. It is also effective in introducing a company to the target audience, especially in terms of giving positive impression and perspective about the company. Thus, the writer offered the owner of Oktav Course to create a promotional video in bilingual version in order to attract more students to take courses at Oktav Course. The bilingual version of the video is expected to build trust with the target audience, especially to create the impression that Oktav Course is high-quality language course. The owner agreed to create a bilingual promotional video.

The promotional video was created in two languages. English for the narrator and Indonesian for the subtitle. The video was made to cover all information needed by the customers about the programs offered at Oktav Course. In addition, the writer believe that the video is more interesting and more informative because it has a combination of moving images, text graphics, and audiovisual explanations. The public quickly understands it, and owner can upload this promotional video on their social media accounts such as Youtube, Instagram, Facebook, and websites.

1.2 Objective

The objective of this final project is to make a video of promotion for Oktav Language Course in Situbondo.

1.3 Significances

This final project hopefully gives some benefits for the following parties:

1.3.1 For the writer

This final project will be helpful for the writer because the writer can apply some skills that he has learned, such as writing for making the report and script and speaking to do this final project.

1.3.2 For Oktav Course

This product can be an additional promotional media of Oktav Course.

1.3.3 For the Customer

This product will give information of Oktav Course more detail to public because it will be completed with the real situation of this course.

1.3.4 For the Student of English Study Program

This final project can be used as a reference for the other students to conduct a similar final project in different location of final project.