

CHAPTER 1. INTRODUCTION

1.1 Background

Language is an important thing to communicate with each other. There is a wide variety of languages in the world, one of which is English. English is the language that most people around the world use in their communication. Therefore, English has become International Language. Because of that, having the ability in English is an important thing to compete in this modern world. As stated by Rohmah (2009), English is learned everywhere because people know that master in English is the key to be better career, salary, advanced knowledge, and communication with the rest of the world. The education world also recognizes the important role of English in Indonesia, which can be seen where international schools can be found in almost all provinces.

In Indonesia itself, the position of English is a foreign language. Based on Suhendar (1998), foreign language means all languages except Indonesian, Vernacular, and Malay. The Indonesia government made English the first foreign language used in Indonesia. It was included in the curriculum and essential subjects from elementary to senior high school. It indicates that English is the most important foreign language learned in Indonesia. Besides that, someone with English skills has broader career prospects. At work, someone proficient in English can be a plus point from the company's point of view. Someone with good English skills will be more considered in the world of work because currently, Indonesia is starting to enter the global market, which certainly requires a lot of workers who can speak English well (Aini, 2021).

In addition to be masters in English, surely we must learn intensively. According to Maduwu (2016), in Indonesia schools, English is only taught in theory. In contrast to the concept of language learning which requires learning four skills that are listening, speaking, reading and writing. Therefore, if someone wants to learn to speak English fluently, studying at an English course is the right choice. By studying in English courses, we can get new materials and learn English material in terms of writing, reading, listening, and speaking with expert teachers. In an

English course, we also find many friends with the same goal: mastering English. It makes easy for us to develop our skills rather than just studying at home or school. Besides that, we can share knowledge and communicate directly using English. Thus, it can accidentally improve our English-speaking skills.

There are many English courses around Lumajang area, one of them is Mastery English Course (MEC). Based on the preliminary study that the writer had conducted online via zoom meeting, MEC was established in 2007 and already had a license to run from Dinas Pendidikan Kabupaten Lumajang. The learned method could be offline or online, and it could be regular or private, depending on the registrant's wishes. The materials taught started from English for young learners to advanced with a program to improve reading, speaking, listening, and writing skills. The teaching system at MEC used repetition techniques so that the material taught was easy to remember by students.

The writer conducted interviews by visiting MEC's location in the Kebonan Area, Kunir Lor, Lumajang Regency. At the site, the writer interviewed the owner of MEC, a graduate of English Education. He explained that MEC is a family course in development. Around 200 students are studying there, ranging from regular, private, and online classes. What distinguishes MEC from other courses is that MEC does not apply a monthly package system. So, every week the number of students taught is different. In addition, MEC organizes study tours every year to a prominent place by foreign tourists so that its students can speak English directly with native speakers. Besides the study tour, MEC students also get to talk with native speakers while studying at MEC because the owner sometimes invites native speakers to visit MEC.

The promotional media used by MEC was only on Facebook (Mastery English Course) and Instagram (@mec.englishcourse). In both promotional media, there was no detail information about MEC, only photos of learning activities and student's achievements. Therefore, MEC needs effective promotional media to introduce MEC in detail to the broader community. Hopefully, wider community will recognize MEC, and the number of students will increase. A promotional medium with wide reach and complete information is a website.

Website is one of the promotional media needed by MEC. With this promotional media, the owner can quickly spread information about MEC through the website and the link added to MEC's social media bio. The target of this promotional website was all people, from children to adults. So, the design of the website made general. According to Muntoha (2015) compared with another promotional media such as brochures, posters, and others, a website is the cheapest, most effective, and most efficient promotional media if it can be managed properly. It is also true that social media has become one of the most effective promotional mediums. But the website has several advantages that social media does not have. According to Pamungkas (2022), there are several advantages to using a website. First, it can help with company branding. Second, the design can be arranged according to our wishes. Third, it has a variety of platform functions. Last, businesses can appear in Google searches so that the reach is wide.

In conclusion, the writer made a website to help the owner to promote MEC. The writer chose a website because it is easy and fast to access, has a wide range, and keeps up with current technological developments. The writer made the website in bilingual, English and Indonesian, to make visitors understand the content well. The type of website that the writer made was dynamic, so whenever the owner wants to update the content, it can be changed easily. There is a registration button on the website which directly connected to the admin WhatsApp number.

1.2 Objective

The objective of his final project is to make a promotional website for Mastery English Course so that more people know about that course and can increase the number of students learning English at MEC.

1.3 Significances

Based on the objectives above, hopefully making a promotional website for MEC can provide benefits to:

1.3.1 The Writer

By doing this project, the writer can improve the abilities in English, such as writing and translation.

1.3.2 The Owner of Mastery English Course

This website can make the owner easy to upload information about MEC with a wide reach of community.

1.3.3 The Customer

This website can help visitors to get detailed information about MEC and can immediately register if they are interested in taking the course.

1.3.4 The Students of English Study Program

This final project can be used as a reference for students of the English Study Program, Politeknik Negeri Jember, who want to conduct a final project, especially in making promotional website.