

CHAPTER 1. INTRODUCTION

1.1 Background

Education is a process to educate people to have better character and develop general knowledge. Based on Nurkholis (2013), education is more than teaching, which can be said as a process of knowledge transfer, value transformation, and formation of personality with all its aspects. There are three types of education which are formal, informal, and non-formal education. Non-formal education is used by people to get specific skills to complete their formal education. It can be done privately where the process or activities are carried out outside of the formal system (Sukrianto, 2022). People of various ages can take it. There are many subjects and skills that non-formal education teaches, for example, computer, science, and language.

There are many kinds of non-formal education focusing on language. One of them is English Course. English Courses are widespread in Java. One of them is Mastery English Course in Lumajang. It is located at Jl. Pahlawan No.02, Kebonan, Kunir Lor, Kunir. Mastery English Course has uniqueness. The first that it is not apply package system. It means that they do not give limits for learning, for example like package for 1 months, 3 months, 6 months, etc. So, the students can learn English until they master it. Then, it does repetition in their learning process. Repetition here means that the teachers repeat previous materials that are thought before starting new materials. By doing so, students can memorize the materials better. When doing the examination, they use the previous until recent materials as well to make sure the students understand the materials properly.

Mastery English Course is a family business that still has small management. It had approximately 200 students in Mei 2023. The number of students is changed every month. However, it has some decrease the number of customers sometimes. It is because the owner only promotes the course on social media. When people search about Mastery English Course, they cannot find complete information like the facilities, class, and program on it. It is because

Mastery English Course does not have any proper promotional media to spread information completely. So that the promotion cannot be done optimally and caused the lack of customers who are interested to use the services.

Based on preliminary study that conducted online, the owner said that they use social media like Facebook (Mastery English Course), Instagram (@mec.englishcourse), and WhatsApp (+62 812-3229-5454) as their promotional media. The contents of their promotion mostly contain about their learning process. They upload it on Facebook, Instagram, and WhatsApp status. The last update on Instagram was on 30th October 2022 and has 5 likes. Meanwhile on Facebook, the last update was on 19th March 2022 and has only 1 like. It still does not attract many people. According to that condition, the writer concluded that the media used was still not maximal and needs a better version.

After a discussion with the owner, he decided to use booklet as its new promotional media. The reason the booklet was chosen is because it contains complete information about the services, the information is written detail and brief so that people will understand easily. Besides, it provides interesting pictures and design to attract people. It will also make a good value for Mastery English Course.

In making a booklet, the writer provides interesting pictures and complete information which include the history of Mastery English Course, its excellence, its classes, teachers, and facilities, achievements, and activities, testimonials, student's achievements, location map, and contact person. It uses a suitable design. The concept and theme were made proper with the character of Mastery English Course. So, people can get clear information about it. The booklet is written bilingually in Indonesian and English. Indonesian version is used to make local readers easy to understand the information delivered. English version is used to ease foreign readers to understand about the content in the booklet. Foreigner will also see a good value of Mastery English Course. The writer hopes that the booklet will be useful to attract people for joining Mastery English Course as their non-formal education.

1.2 The objective

The objective of this final project is to make a booklet as a complete and effective promotional media of Mastery English Course. The purpose of the booklet is to attract people to join this course.

1.3 Significances

a. For the Writer

The writer can implement academic writing skills in the report of final project and persuasive writing in making the booklet. The writer can also implement translation skills by making the booklet into bilingualism in English and Indonesian.

b. For Mastery English Course

It can attract more people to know about Mastery English Course and increase the number of people who take the course there. So that Mastery English Course will be more developed to teach students from elementary until general.

c. For customer

The booklet helps customer get complete and brief information about Mastery English Course and register if they are interested to take the course.

d. For Students of English Study Program

The report and the product can be used as reference for those who will do a similar final project.