

## CHAPTER 1. INTRODUCTION

### 1.1 Background

In this globalisation era, there are many developments and various enhancements in every field that used to be connected with our lives, such as education, politics, society, environment, and technology. Especially in the technological area, technology is often discussed in this modern era and the industrial side. Nowadays, technology has mingled with our daily activities; even in the classroom or at home, unconsciously, we live together with the technology needed. Technological development is very functional to help us solve our problems easier in communication, work, and daily. In terms of daily use, social media take a role of technology side. Social media provide many videos, content, articles, audio, and information that have become common-used to the larger audience.

Yudianto (2017) stated that video is an electronic media that combines audio and visual technologies to produce dynamic and exciting impressions. The function of the video is as a medium for spreading innovation. Besides connecting visuals with audio, it can also be packaged in various forms, for example, combining face-to-face communication with group communication, using text, audio, and music. The video itself is divided into some categories, such as learning video, entertainment video, informative video, and promotional video.

Many people often use promotional videos from the video categories to promote their products and services. On the promotion side, according to Purbayani (2021), a promotional video is a visual communication medium that contains messages that the audience and commercial can see. Therefore, many institutions used promotional videos to promote their products or services. The promotional video is very needed for institutions to get a higher audience, including Mastery English Course.

Mastery English Course is located in Kampung Inggris Kunir Kebonan, Kunir Lor, Kabupaten Lumajang, East Java was established in 2002 under the auspices of another institution and be on one's own in 2007. It handles by three persons as tutors in the teaching-learning processes. Based on the writer's preliminary study, Mastery

English Course is used Instagram (@mec.englishcourse) and Whatsapp applications to promote their course institution. This promotional media was less effective since it only had 56 followers, and the contents only provided information about teaching media used and testimonial from their students. Therefore, the owner of Mastery English Course demanded a video promotion to the writer as his other promotional media to promote his course institution to increase the number of students and upgrade the information of Mastery English Course.

In response to the owner's need, the writer proposed to make a promotional video for Mastery English Course. Based on the uncompleted information from previous promotional media, the writer wants Mastery English Course to engage promotional media to gain audience attractiveness and can be uploaded to all course social media platforms. The promotional video was created in bilingual English for the narrator and Indonesian for the subtitle. It effectively introduces Mastery English Course as English based and helps audiences unfamiliar with English.

The writer chose Mastery English Course as a partner in the final project because the writer wanted to increase the quality of the student close to the course. Besides, Mastery English Course has a strategic location surrounded by elementary to high school schools, which can observe the enhancement of student skills in English and the writer based. The writers' video also served as promotional media to gain audiences outside Lumajang Regency.

## **1.2 Objective**

The writer decides to make a video as the promotional media for Mastery English Course to promote the institution to increase the number of students from inside and outside Lumajang Regency.

## **1.3 Significances**

Based on the objective above, the significance of making the video are:

### **1.3.1 The Writer**

This project can help the writer utilise writing skills, such as writing and translating during the conducting of the final project

### 1.3.2 The Owner of Mastery English Course

The promotional video can help the owner to promote Mastery English Course to reach a more significant target audience and increase the number of students for the course.

### 1.3.3 The Audience

The video can help the audiences to know about Mastery English Course.

### 1.3.4 The Students of English Study Program

The final project can be used as a reference for students who will conduct the final project of the same product or promotional media.