

CHAPTER 1. INTRODUCTION

1.1 Background

Industrial revolution 4.0 brought changes in all aspects of life. One of significant changes that occurred in the field of education is English education. English has an important role in the 4.0 revolution era because it is based on technology such as the internet that mostly uses English. Therefore, the needs of learning English increases nowadays. The role of educational institution, formal and non-formal, which provide English course become more important, for example is an English course.

According to Afandi (2016), an English course is a non-formal education which provides many kinds of knowledge, skills, mental behaviors for studying society in the teaching-learning process. In addition English course is held to be done in short term and to study one certain skill in order to reach self development to continue to higher education. English course has extensive and deep material, flexible to study time and the material we get easier to understand.

One of the English course institutions is SECC Tanggul. SECC Tanggul is located at Jl. Kemuning No.118 Tanggul- Jember East Java. SECC Tanggul was built by N.Khodjali since 1980. Based on the information I got from the owner SECC Tanggul is one of the oldest course institutions in West Jember, which is well known in society. Many achievements have been achieved by their students such as the winner in English olympiad and even graduates from SECC Tanggul who have success to continue their studies abroad. SECC Tanggul promotes its product using brochure media, but the information is not complete such as there are no facilities, vision, and mission. So the writer made company profile booklet as promotional media to give complete information. The aims are the readers easily understand SECC Tanggul and interested in joining the course.

Booklet is one of printed media containing pictures and company information to introduce and to promote the product or services provided by the

company. According to Krisnakai (2017) Company profile is a document that present data about the details of a company or institution. So, it can be concluded that a company profile booklet is media for a company to introduce and to promote the company it self.

Based on the explanation above, the writer decided to make a company profile booklet of SECC Tanggul as promotional media which gives complete information about SECC Tanggul. This product is bilingual which is in English and Indonesian. This boklet is used to introduce SECC Tanggul, and to attract the students that want to learn English in SECC Tanggul.

1.2 Objective

The objective of this final project was to make a company profile booklet to introduce and to promote SECC Tanggul.

1.3 Significances

Based on the objectives above, this final project is to give benefit to the following parties:

1.3.1 For the writer

The writer was able to apply and improve her skills on writing, and translation.

1.3.2 For SECC Tanggul

The product of this final project can be a promotional media for SECC Tanggul and to promote its product or services to foreigners and prospective students.

1.3.3 For prospective students

This product can help prospective students to know about SECC Tanggul and to learn English in SECC Tanggul.

1.3.4 For English Study Program

The report and product of this final project can be references for the students of English Study Program who want to do similar final project.