

CHAPTER 1. INTRODUCTION

1.1 Background

English as an international language has been taught very long time. However, learning English at school seems to be less effective because very few English learners can not master the language fluently. Therefore, the formal learning process, such as school, is still considered insufficient to be able to master and communicate in English fluently.

Based on the explanation, there are many non-formal educations, such as private class, course institutions, and tutoring that offer English learning. English course is one of the educations provided outside of formal or non-formal schools to develop personal abilities and skills (Aziz et al, 2020). English course aims to improved one's ability to understand English and develop vocabulary. English course as a non formal educational institution has a big role to support formal education to learn English. Many English course institutions provide education starting from elementary school level to people who have graduated from school.

One of English courses in Jember is Genius House Jember. It is located on Jl. Anjasmara No.III Wunguan, Kencong. This course is a unique English course. It has an English Camp Program that provides a place to stay for students who take the English Camp program. This program is usually chosen by students who have graduated from school so that it is more focused and easier to learn English. Genius House also has many course packages, ranging from those for children to those for adults. The core packages at Genius House are divided into three categories: English for Kids, English for Teens, and General English. Genius House Jember needs promotional media to promote the courses. However, Genius House does not have the right promotional media to disseminate information about the course. Therefore, the promotion carried out is considered less than optimal and causes a lack of customers who are interested in using these services.

Based on preliminary studies conducted online, the owners said that they use some social media such as Facebook (Genius House Jember), Instagram

(geniushouseofficial), and WhatsApp (+62 815-1577-0642) as their promotional media. The content of their promotions is mostly about the learning process. They upload it on Facebook, Instagram, and WhatsApp status. Their last update on Instagram was on 28 November 2023 . Meanwhile, on Facebook, the last update was on 10 December 2023. Then, the website only contains testimonials, gallery, and contact person.

Based on the information above, the owner still does not have a booklet promotional media, therefore the writer chose a booklet as one of the complementary promotional media. After discussing with the owner, the writer decided to create new promotional media by using booklet as the new promotional media. The reason the writer chose the booklet is that it contains in detail and comprehensive information about the course such as the history, teacher profile, teaching-learning method, course program, facilities, activities, student achievements, and testimonials, location map, and contact person. In addition, the writer provided interesting design of booklet to attract readers. The writer created a booklet using printed media

The booklet written in two languages: English and Bahasa Indonesian. Writing using Indonesian to make make it easier for prospective student who have a limited understanding of English, providing information in Indonesia can help them understand well about the courses offered. Writing using English to strengthen Genius House Jember's reputation as a internationally oriented institution and can attract students from abroad. The writer hopes that this booklet can attract people to take courses at Genius House.

1.2 The Objective

The purpose of this final project is to create a booklet as a new promotional medium at Genius House. The purpose of making this booklet is to attract the prospective students or learners to take courses at Genius House.

1.3 Significances

a. For the Writer

The writer can improve her writing skills, as well as her translation skills, by making the booklet bilingual in English and Indonesian.

b. For the Genius House Course

This can make many people aware of the course and also increase the number of people who will take it. Therefore can make Genius House more develop.

c. For the Customers

This booklet can help people who are looking for information about English courses so that they can get complete and brief information about Genius House and can register if they are interested in taking the course.

d. For the Students of English Program Study Program

Can be used as a reference for student who will conducted on similar final projects.