

CHAPTER 1. INTRODUCTION

1.1 Background

English is one of the most widely used languages in the world as a second or foreign language that has many advantages if people can master the language. It can make it easier for someone to have educational mastery or continue their studies overseas, international relations, travel and tourism, computer and technology, and employment opportunities or obtain more career opportunities (Niyozova, 2020). When learned well, English can be a powerful tool for communicating on a global level and opens doors to educational and cultural exchange opportunities. Being fluent in English provides a number of significant advantages, both in professional and personal contexts. Many multinational corporations use English as an official working language, providing a wider range of career opportunities. In addition, being fluent in English allows one to connect with people from all over the world, which can open doors to a wider exchange of ideas, collaboration and networking opportunities.

There are many ways to become fluent in English. Joining an English course is one of them. English courses in Indonesia offer English classes with various methods and programs that can make someone fluent in English. A course is one of the teaching and learning activities with certain skills and is usually short-term. Someone who takes a course within a certain period of time and masters the material provided will usually get a certificate as proof that they has completed the course. English courses are widely spread throughout Indonesia with different methods and curriculum. One interesting English course that uses the curriculum and methods from cambridge english which includes the development of speaking, listening, reading and writing skills in English as well as a focus on grammar and relevant vocabulary is in Kencong, precisely in Jember Regency, East Java, namely Genius House.

Genius House is a course institution located on JL. Anjasmara, No III Wunguan, Kencong District, Jember Regency, East Java. Genius House Jember used social media to promote their learning process such as Facebook (Genius House Jember), Instagram (@geniushouseofficial), Whatsapp (+62 815-1577-0642), and Website with the link (<https://geniushousejember.bussiness.site>). Facebook is used by Genius House Jember to share learning videos and some information about the English course. However, Facebook is not enough to be used as a promotional medium with a small level of visitors based on the posts shared by Genius House Jember. Instagram is used by Genius House Jember to share activities and course packages. However, Instagram accounts are not used regularly to upload activities during course learning. Genius House Jember already has a website to support their promotional activities in addition to Instagram and Facebook. However, the existing website only contained galleries, contacts, and testimonials and has not been updated since 3 years ago until now. The owner also does not have access to a website account because she uses an old email that is no longer used. So the existing website needs a lot of content that needs to be developed through the new website such as the history, course program, facilities, achievements, our event, gallery, and location. The writer has a desire to develop the information on the existing website by creating a new website that is more detailed, attractive, and informative so that visitors can easily access it.

Based on this situation, it can be concluded that the writer chose to create a promotional media in the form of a bilingual website for Genius House Jember, providing detailed information to prospective students regarding the course. The owner also needs a website to promote English courses to prospective students through informative content and testimonials from previous students and prospective students can easily access information about the course including schedules, fees, curriculum, and contacts. Features on the website include language options so that visitors can select Indonesian or English as the website language (Augustine & Sembiring 2021). The making of a bilingual website is to promote Genius House in two languages and help customers understand the learning programs and information

from the Genius House website. A bilingual website can make it easier for prospective students who have a limited understanding of English, providing information in Indonesian can help them understand well about the courses offered. It can also strengthen Genius House's reputation as an internationally oriented institution and can attract students from abroad. The website can be accessed easily anytime and from anywhere, so it is necessary to use bilingual so that the market reach becomes wider and it is easier to understand the information on the website.

1.2 Objective

The objective of the final project was to develop a bilingual website (Indonesian and English) as a promotional media for Genius House Jember.

1.3 Significances

The results of this final project have provided a number of benefits to the following parties:

1.3.1 For the Writer

By conducting this final project, the writer can improve her writing skills on writing proposal, scripts and reports, computer skills on editing the layout for the website, and translation by translating the script from Indonesian to English.

1.3.2 For the owner of Genius House Jember

This product can help Genius House Jember to promote and introduce the courses widely through one media.

1.3.3 For the customer of Genius House Jember

This final project can help customers to know the learning program and more complete information about the learning system and curriculum taught by Genius House Jember.

1.3.4 For the Students of the English Study Program

Students English Study Program Politeknik Negeri Jember might utilize this final project as a model to build a similar project, particularly if they wish to make a website as a promotional medium.