

SUMMARY

Making a video as promotional medium of EDDY'S English, Januarin Dwi Nur Aini, F31210404, 2024, 24 Pages, English Study Program, Politeknik Negeri Jember, Vigo Dewangga, S.S., M.Pd (Supervisor).

EDDY'S English is a non-formal educational institution founded in 1980 in Jember, focusing on conversation and TOEFL training. Utilizing the Cambridge curriculum, it offers courses at a lower price compared to other institutions in Jember. Located at Jl. Tawangmangu 190, Tegalgede Summersari Jember, EDDY'S English combines Cambridge and National Based Curriculums to ensure quality and uphold its reputation. To attract more students, a promotional bilingual video created with English narration and Indonesian subtitles, providing all necessary information and to be shared on social media.

The video entitled "Company Profile EDDY'S English " is used for EDDY'S English to become additional bilingual promotional media. This video aims to help the owner to promote and attract the potential customers to purchase the offered product with provided information related to the products. In completing this final project, the writer combined several experts to help her make this product. The writer found several challenges in doing this final project. Including, difficult to managing her time, confused while made script to make sure the script provided a clear information and also about word choice and grammar.

In conclusion, EDDY'S English, established in 1980 in Jember, specializes in conversation and TOEFL training using the Cambridge curriculum while maintaining competitive pricing. To boost student enrollment, a bilingual promotional video titled "Company Profile EDDY'S English" has been created. This video, with English narration and Indonesian subtitles. The development of this project involved collaboration with experts and faced challenges such as time management and language accuracy. Despite these hurdles, the video aims to enhance the institution's promotional efforts and draw more students to its courses.