

CHAPTER 1. INTRODUCTION

1.1 Background

Education is highly important in this era and come into several categories. According to the constitution of the Republic Indonesia Number 20 of 2003 education is divided into three categories. These three categories of education are formal, informal and non-formal education (Ministry of National Education, 2003). First, formal education refers to a leveled and structured education stream that includes basic education, secondary education and higher education. Second, informal education refers to family and environment education. Third, non-formal education is offered to community members in need of educational services. It can be used in place of, in addition to, or as a support to a formal education. Course and training services are provided as part of non-formal education for people who need the knowledge, skills, attitudes, and life-skills to develop their personalities.

Jember is a regency in East Java that has several English language courses. In this way, competitiveness in the market begins with a comparison of service quality, programs and price range. Yayasan Eddys Edukasi Mandiri, which is widely known as EDDY'S English, is one of non-formal educational institutions that was established in 1980 in Jember. EDDY'S English English is language course that focuses conversation and TOEFL training. EDDY'S English has used a Cambridge and National based curriculum offering a price much lower compared to language courses in Jember. Besides, EDDY'S English not only serves students but also teachers for teaching classes and coorporate training. EDDY'S English is located at Jl. Tawangmangu 190, Tegalgede Sumber Sari Jember.

EDDY'S English use promotion media are Instagram (@eddys_english), Whatsapp, Facebook (Eddy's English) and Youtube (EDDY'S English). However, on its social media the owner did not share detailed information related history, facilities, and testimonials. Unfortunately, their Facebook and Youtube were no longer active. Their last post on Facebook account was November 15, 2021 and Youtube October 11, 2023.

The administrative staff mention that they carried out promotions by sending

company profiles to several schools but not many helped, they need new promotional media untuk attract new students. Based on identified problem, the writer has discussed the issue with the admin to find the solution. The writer waits for discussion the administration staff with the owner. Then, they agreed to make promotion medium in the form of video. In order to full fill the need of promotional media to attract more students and convince the potential customers to take course at EDDY'S English the administrative staff and the writer decided to make promotional video in bilingual version English for the narrator and Indonesian for the subtitle to guarantee prospective new students the quality of English possessed by EDDY'S English. The video contained all information needed by the customers about EDDY'S English. The owner can upload this promotional video on their social media accounts such as Instagram, Facebook and YouTube.

1.2 Objective

The objective of the final project is to make a bilingual promotional video for EDDY'S English.

1.3 Significances

The significances of the final project are useful for some parties:

1.3.1 For the Writer

The writer can apply some skills that she has learned such as writing for make a script, blue print, and translate the script from Bahasa to English and speaking skill for voice over.

1.3.2 For the Viewers

The viewers get information about programs, facilities, and others of EDDY'S English.

1.3.3 For the Owner

The owner can use the product of this final project to promote EDDY'S English and gain more new students.

1.3.4 For the Students of the English Study Program

The final project and product can use as references to conduct a similar project for students of the English Study Program.