

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

In this era, English has become an international language that is generally used by every country to communicate. Therefore, having the ability to speak English is one of the important things to communicate easily between countries. According to Izzan and Mahfuddi (2007), English is an international language apart from being used to communicate between countries. It is also used to deepen and develop knowledge because most scientific books are imported from abroad.

Many ways for people to master English either learning by themselves or learning through educational institutions. In this era, people can learn English by getting materials or tutorials from many social media platforms easily. However, joining English course is one of ways to learn English. There are many English courses that can help people improve their English skills for the better. In other hands, learning offline is still needed in learning English so on.

Jember, one of the districts in East Java, has many English language courses that can equip its people to learn English well. One of them is Genius House Jember which is located on Jl. Anjasmara No III, Wunguan, Kencong, Jember, East Java. It is an English course that was founded in 2020. Genius House Jember also has programs such as English For Kids, English For Teens, General English, Business English, TOEFL/IELTS preparation, and also a new program, namely T.O.T (Teacher of Training). Apart from that, Genius House Jember also has unique programs such as Field Trip and English Camp. However, Genius House Jember has promotional media which is considered less than optimal and causes a lack of interest in taking the courses.

The writer conducted a preliminary study regarding information on the use of promotional media. The owner uses social media such as Facebook (Genius House Jember) with 470 followers, this contains information and documentation during learning activities, the last upload on Facebook was updated on December 10, 2023.

Instagram @Geniushouseofficial with 351 followers, contains detailed information and documentation, but the last instagram update was on November 28, 2023. WhatsApp (+62 815-1577-0642) they promote Genius House Jember via whatsApp status. And the website (<http://www.geniushousejember.com/>) as their promotional media.

Based on discussions with the owner, there is no promotional medium of Video for Genius House Jember. Therefore, the writer proposed in making video and was interested in using videos as one of promotional media for Genius House Jember. The video was uploaded on other social media. It uses two languages. Indonesian is the source language, and English is the target language. Indonesian is written in the video as subtitles, and English is used during the voice-over. This bilingual presence can attract the target audience.

The video presents more comprehensive information about Genius House Jember. Apart from that, the public can easily find information about Genius House Jember because, in this era, videos can be accessed anytime and anywhere via other social media platforms.

## **1.2 Objective**

The objective of this final project is to make a promotional video for Genius House Jember. The video is designed to be bilingual in Indonesian and English as promotional media, attracting people interested in taking courses at Genius House Jember.

## **1.3 Significances**

This final project hopefully gives some benefits for the following parties:

### **1.1.1 For the Writer**

This final project is very useful for writer because they can apply the skills. They have learned such as writing, and compiling grammar to do this final project.

### **1.1.2 For Genius House Jember**

This product can be an additional promotional media for Genius House Jember.

#### **1.1.3 For the Costumers**

This product can provide detailed information specifically about Genius House Jember to the public.

#### **1.1.4 For the Students of English Study Program**

This final project can be used as a reference for future students to work on their final project, especially in the video section, even though the location for the final project is different.