

CHAPTER 1. INTRODUCTION

1.1 Background

Education is all learning knowledge that occurs throughout life in all places and situations that have a positive influence on the growth of each creature (Pristiwanti et al., 2022) Education becomes a lifelong process of acquiring knowledge, skill, values, and attitudes through various means, such as instruction, study, and experience. Education empowers individuals to develop their full potential and also can be used as a learning process for individuals to gain knowledge and understanding of more specific objects. The purpose of education is to create a person's qualities and character.

Education can build cultural character, one of which is by developing language education. According to Diantami et al., (2023) Language education teaches good communication ethics, respect for other people's opinions, politeness, and honesty. Individuals learn to respect and understand other people's perspectives and communicate effectively by paying attention to social and cultural context. Good language skills open up opportunities for students to gain new knowledge and access wider information. Therefore, english language course can significantly contribute to enhancing individual's language proficiency and expanding their educational horizons.

EDDY'S English Course is one of the English language courses in Indonesia that has been established since 1980. It is located on Jalan Tawangmangu No. 190, Jember, East Java. This course applies British English learning by integrating national and international based curriculum, also known as the first British English tutoring in Jember, East Java. It provides the opportunity to learn English for various quarter. EDDY'S English Course helps many workers improve their careers with a Corporate Training program specifically designed to fulfill company needs. and helping students to continue their education abroad, as well as providing free consultation programs for students who wish to study at universities in Asian, American, and European countries.

The writer conducted preliminary study by interviewing the staff of EDDY's English Course. It was conducted on 21 August 2023 in the EDDY'S English Course's office, at Jalan Tidar Perumahan Puri Bunga Nirwana Cluster Kelapa Gading (D 18). The writer asked several questions to the staff to search for information. Based on the result of preliminary study, the staff said that they use social media as their promotional media like Instagram (@eddys_english), WhatsApp (081336712345) for contact person, and Email (info@eddysenglish.com).

By this time, the promotions carried out are quite good. They had a TOEFL preparation and try outs at various schools and universities, for example the University of Jember, SMAN 2 Jember, and SMAN 3 Jember. However, that's not enough to maximize promotion, they do not get enough attention on social media because they don't have enough followers, the number of students were also low, this causes consumers not to be interested.

After a discussion, booklet is the right thing to solve this problem. Booklets are the best solution so that clients remember what is contained in the marketing provided by a company because every client can take them wherever they go (Ayuda et al., 2022). Because the booklet provide detailed information and an attractive design, using it as promotional media can more easily attract consumers attention, combining different colors and unique designs helps attract people's interest. The booklet printed as well and distributed electronically.

1.2 Objective

The objective of the final project is to make a booklet as a promotional medium of EDDY'S English Course Jember.

1.3 Significances

The report and the product can give the benefit for following parties.

1.3.1 For the writer

The writer can implement writing skills in the report of final project

and operate editing application. By making the booklet bilingual in Indonesian and English, the writer can also develop translation skills.

1.3.2 For the owner of EDDY'S English Course

This product become an effective and useful promotional media to attract customers and gain more students.

1.3.3 For the Readers

The product can help the readers to access in detail about all the information they require such as the facilities and activities of EDDY'S English Course.

1.3.4 For the student of English Study Program

The product can be used as a reference for students in English study programs who want to make a similar final project, especially making a booklet.