

CHAPTER 1. INTRODUCTION

1.1 Background

In today's world, almost every company requires employees who can communicate effectively in English. This language is used as a medium of communication in international business, and having good English skills can help students stand out in job applications. With the advancement of technology, remote work is becoming more common, and students with strong English skills have the advantage of being able to work with companies worldwide. According to Unisma (2022) Learning English also helps students in Indonesia enhance their communication skills. It allows them to communicate effectively with people from different countries and cultures. Good English skills can participate in international exchange programs, attend international conferences, and engage in cross-cultural communication. Knowledge of English is essential for students in Indonesia. It provides them numerous advantages, including better career opportunities, access to knowledge, and improved communication skills.

There are two types of English style. The British English and American English are most commonly used; which are usually referred as two 'main' accents for the English language (Jaya & Suardika, 2020). Learning English is crucial for students in Indonesia because it provides them with a competitive edge in today's globalized world. The results of the study show that English is common and has massive use, even though it is still a foreign language. In fact, English has moved to improve its linguistic status, namely starting to act as a second language and the language of instruction (Alrajafi, 2021). There are many ways to reach mastering and being fluent in English. Joining an English course is one of them. EDDY'S English is one of the interesting English courses that uses national and international based curriculum, also known as the first British English tutoring in Jember. It is located in Puri Bunga Nirwana, Kelapa Gading D.18, Jl. Tidar, Karangrejo, Summersari, Jember, East Java 68124.

EDDY'S English is a non-formal English education. It is an English tutoring institution that focuses on providing British English training programs for

school students and employees. The commitment to education has led thousands of people to recognize and trust EDDY'S English as the best place to improve their English. The students are aided in advancing their career by joining the high-quality Corporate Training program that specifically design to suit company exact needs.

EDDY'S English was founded by the late Mr. Eddy Wartana in 1980. In its early year, EDDY'S English was just a home-based tutoring institution with few students enrolled. At that time, Eddy's English only emphasized English teaching approaches stated on the national curriculum in effect. Later on, after graduating from Bell College in 1988, Mr. Eddy's Wartana started to apply a new English teaching standard and curriculum to EDDY'S English. He implemented teaching methods that focused on the teaching and learning of British English instead of merely sticking to the national curriculum.

EDDY'S English Jember use social media to promote their learning process such as Facebook (Eddy's English), Instagram (@eddys_english), WhatsApp (+62 813-3671-2345), and website. Facebook is used by EDDY'S English 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 EDDY'S English Jember. Instagram is used by EDDY'S English Jember to share activities and course packages. However, Instagram accounts are not used regularly to upload activities during course learning. The website has not been updated for 2 years ago until now and could not accessed. Finally, customers get less information about the course program. So the owner of EDDY'S English has a desire to make the information website by creating a new website in detail, interesting, and informative so that visitors can easily access it.

The writer found that, according to the owner of the Eddy's English, the lack of promotional media affects marketing and also the dissemination of information. The promotional media only displays images and short video. In addition, the owner needs promotional media in the form of website to provide specific and detailed information about EDDY'S English. In accordance with current technological developments where social media is widely used by today's society so it has a great opportunity to promote its products and attract customers.

Based on the situation above, it can be concluded that EDDY'S English needs promotional media in the form of website. So that, the writer decided to make a promotional media in the form of a bilingual website for EDDY'S English website, provides potential customers with detailed information about the tuition center. Features on the website include a language option (visitors may choose Indonesian or English as the language of the website) (Augustine & Sembiring 2021). The making of a bilingual website is to promote EDDY'S English in two languages and help customers understand learning programs and ~~inform~~ from the EDDY'S English website. The website can be accessed easily anytime and from anywhere, so it is necessary to use bilinguals so that the market reach becomes wider and easier to understand the information on the website.

1.2 Objective

The objective of this final project is to develop a bilingual website as a promotional media for EDDY'S English.

1.3 Significances

Based on the objectives above, this report of the final project and product are expected to provide benefits to the following parties.

1.3.1 For the writer

The writer can apply English skills such as writing skills on writing proposal, scripts and report. Computer skills in editing the website layout and translation skills in translating the script from Indonesian to English.

1.3.2 For the owner of Eddy's English

This product can be useful for EDDY'S English as a promotional media in the form of website to promote and introduce the courses widely.

1.3.3 For the student of English study program

This final project can be used as reference for students English Study Program that will make a similar final project, especially in making a promotional media in the form of website.

1.3.4 For the customer of Eddy's English

This final project can help customers to know the complete information about learning system and curriculum taught, so that it can attract customers to join with EDDY'S English.