

CHAPTER 1. INTRODUCTION

1.1 Background

Recently, the importance of education for children from early childhood to adulthood has received more attention in society. This dynamic development in Indonesia education with good quality also must guarantee good knowledge transfer in some classifications. Education in Indonesian is classified into 3 (three) based on Law Number 20 of 2003, namely formal, informal and non-formal education (Ministry of National Education, 2003). Formal education is learning of structural systems through the efficient arts of institutions, consisting of elementary, junior, senior, college and university. Informal education is education from the environment and family, consisting of mentorship, courses, homeschooling and extracurricular activities. Meanwhile, non-formal education is an education system conducted with flexible study times, consisting of job and skill training, study groups and community. This increasingly easy education can help students in all learning models. Tutoring courses are informal education services that provide a place to develop interests, talents, dexterity and manners in forming their personality.

The tutoring course is Ruang Warna Jember. It has been established since 2018. Ruang Warna is an innovative, creative, and fun integrated tutoring institution. It means Ruang Warna teaches in private, group and intensive learning for kindergarten, elementary, junior high, and high school students. The teaching-learning process is conducted in the student's house. In addition, LBB Ruang Warna does not only provide teaching for students but also takes students to competitions and webinar activities. LBB Ruang Warna Jember is a tutorial institution that has a secretary office located in Perumahan Jl. Rembangan Hill, Block AJ-25, Kedungpiring, Baratan, Patrang, Jember Regency, East Java. In Ruang Warna also has several branches outside the city including Malang and Kediri.

For promotion and develop the LBB RUANG WARNA, it needs promotional media. Based on the preliminary study, the writer asked the owner about promotional media that it has. There are Instagram accounts named

@lbb.ruangwarna, 2,314 followers; @lbb.ruangwarna_malang, 83 followers; and @lbb.ruangwarna_kediri, 1,712 followers, and Facebook with the account name @Les Privat Jember RUANG WARNA, 183 followers.

Based on the description above, the owner tries to make a video which is the component about LBB Ruang Warna Jember. Therefore, the writer proposed to make a promotional video for Ruang Warna Jember. From the discussions, the writer and owner agreed to make the promotional video. Hopefully, the promotional video will make parents and students enthusiastic to join Ruang Warna.

The writer decided to make this promotional video using a bilingual version with English and Indonesian subtitles. This video delivers in English to make people trust in choosing Ruang Warna. Since there are some foreigners learning *Bahasa* at Ruang Jember, and they want to develop their *Bahasa* for daily communication in Indonesia.

1.2 Objective

The objective of the final project is to make a promotional video to help LBB Ruang Warna Jember promote its business.

1.3 Significances

Based on the objective above, hopefully the final project and product will be beneficial to all of the following.

1.3.1 For Writer

The writer can apply her English skills, such as writing to write the script, apply technology skills to create storyboards, take pictures and edit. They also apply translation skills to take a subtitled video from English to Indonesian and speaking skills when producing the video.

1.3.2 For the Viewers

The viewers get information about programmers, facilities, and other explanations about LBB Ruang Warna Jember.

1.3.3 For the Owner

The owners use the final product of the final project report to promote LBB Ruang Warna Jember and attract more interest from parents and students.

1.3.4 For the Students of the English Study Program

The final project report and product can be used as an example or reference to conduct the same project for English Study Program students.