

CHAPTER 1. INTRODUCTION

1.1 Background

English is one of International language which is currently needed for people around the world to face globalization. In this case English used as their first language or second language in large number of countries in the world. According to the study held by British Council (1997), more than two billion people all over the world speak English and that number increases every day. People who have English language skill get many benefits. In this case, English considered as one of requirement to apply a job. It has been an international language of communication, business, science, information technology, entertainment and etc. earlier, everyone is considered to be literate by their degrees and diplomas, but the knowledge of English language makes an individual literate in today's world. Though many countries many countries do have English as their native language, those who have the command over the English language considered and respected as highly educated.

According to the study held by Chyssco (2008), in this globalization era the quality of pledge human resources would determine the daily office affairs activities particularly good ability in communication. In today's world of globalization, English is the answer or urgent requirement of such a common language which can be understood by youth all over countries and the language in which all data information available. Moreover English language becomes a store house of social and political knowledge.

To respond that condition, English has been included in curriculum of Indonesia. the Indonesia Education system choose English as one of the subject that must be taught in every level of education, from primary level education, secondary level up to higher level. However, Indonesia Education System faced some problem in teaching English as foreign language. According to Shafa (2009), there are some aspects that affected in learning English process; those are external aspect and internal aspect. The example of external aspect is from the

teacher and the material that was given. Unfortunately, teaching English in schools is focused more on written English. The teachers teach English in written form and it is less effective in learning language. Moreover, the educational literatures which are taught in schools are not up to date and are mainly old and boring. Even pictures of books are not attractive for students. In addition, the internal aspect is from the learners. Most of the learners are lack of interest and motivation to learn English. Based on those descriptions, the learners still need additional educations that can support the needed of learning English. The answer of those problems is joining in English course in non-formal education.

Based on Rogers, Alan (2005) non formal education is any organized educational activity outside the established of formal system operating separately or as an important feature of some broader activity. The example of non-formal education is Lembaga Kursus dan Pelatihan (LKP). Based on the UU No. 20 of 2003, article 26 paragraph 5 about the national education system in Indonesia, states that Lembaga Kursus dan Pelatihan (LKP) is an institution held for the people improve their competence and ability. The example of Lembaga Kursus dan Pelatihan (LKP) in Jember is Lembaga Kursus dan Pelatihan (LKP) Texas.

Lembaga Kursus dan Pelatihan (LKP) Texas owned by Ir. Lucia E.B.R is located at Jl. Imam Bonjol No. 31 A Jember ia an institution that creates young generation that can improve their social knowledge, technology and communication. It provides some courses such us English, Japanese, Korean, France, Arabian and Mandarin. It has become an institution accredited by Banadan Akreditasi Negara Non-Formal (BANPNF) No. ING 3509 00003 12 2009 and registered also in Operational Permission No 553/104.10C/1493. In introducing its courses and attract the prospective students, Lembaga Kursus dan Pelatihan (LKP) Texas used promotion Media in some forms. Those are brochure, catalogue and web company profile.

However, based on the interview with the owner of Lembaga Kursus dan Pelatihan (LKP) Texas, I conclude that those promotions media is less effective. Brochure and catalogue are graphic promotion media that consist of complete information but attractive. Besides, using web company profile as promotion

media is not enough to promote Lembaga Kursus dan Pelatihan (LKP) Texas. It is because website cannot reach all society, especially people in Jember. They are not familiar in using internet. Another reason is most of the most people in Jember are not interested to open website. In addition, those promotion media are less affective when Lembaga Kursus dan Pelatihan (LKP) Texas doing promotion directly to the prospective students, such us in the schools. In cat not attract the prospective students to join their courses. According to the interview with the owner of LKP Texas, it needs more effective promotion media. The effective media that provide complete information about the company and deliver in interesting ways, that is company profile video that has many benefits rather than other promotion media.

Based on the demand of Lembaga Kursus dan Pelatihan (LKP) Texas, this profile video was presented in bilingual form, English and Bahasa Indonesia. It is recommended in order to avoid any misunderstanding from the customer while watching the profile video. Regarding that, not all of the potential customers English well. Using English on the profile video also has purpose to make it more interesting and motivating. Hopefully the potential customers are getting excited to join this course by watching the profile video.

Video is kind of audio visual media. Audio visual is known as media that combines audio and visual. Therefore, the communicator is can deliver their idea to the communicant without misunderstanding the perception. According to Sadiman et al (2003) the benefits of using audio visual media are: to facilitate people delivering and getting the materials, ideas and messages, to avoid misunderstanding, to encourage people to know more the information that still in learning, to direct the perception and are familiar in society. Moreover, it can attract people to pay attention to the information. Thus, this media is suitable for Lembaga Kursus dan Pelatihan (LKP) Texas to promote directly to the prospective students because this media interesting and effective.

Based on the background above, I decided to develop accompany profile video to solve the problem faced by Lembaga Kursus dan Pelatihan (LKP) Texas. The title of this project is "DEVELOPING A COMPANY PROFILE VIDEO OF

LEMBAGA KURSUS DAN PELATIHAN (LKP) TEXAS JEMBER (THE OPENING PART).

1.2 Objective

The objective of the final project was to develop a company profile video that can be used to promote Lembaga Kursus dan Pelatihan (LKP) Texas.

1.3 Significances

Based on the objective above, there are some significances of this final project. Those are:

1.3.1 For The Writer

The writer could apply their English skill in speaking, reading, listening and writing. In addition the computer skill needed to develop the company profile video.

1.3.2 For Lembaga Kursus dan Pelatihan (LKP) Texas

Lembaga Kursus dan Pelatihan (LKP) Texas has an attractive promotion media to attract the prospective student's interest to join the courses.

1.3.3 For Politeknik Negeri Jember

The result of the final project is also expected to become a reference for next students who will do similar final project and to complete the collection book for Politeknik Negeri Jember's Library.

1.3.4 For The Prospective Students of LKP Texas

The prospective students get complete information about LKP Texas. In addition they are interested to learn English and to join in Lembaga Kursus dan Pelatihan (LKP) Texas.