

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 the requirement to apply a job. It has become an international language of communication, business, science, information technology, and entertainment. Earlier, everyone was considered to be literary of their degrees and diplomas, but today English proficiency makes an individual literate. Though 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 to that condition, English has been included in the curriculum of Indonesia Education system. 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, the Indonesia Education System faced some problems 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 leaning 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 activities. 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 is 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 Nasional 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 promotional 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 promotional medias is less effective. Brochure and catalogue are graphic promotional medias that consist of complete information but it less attractive. Besides, using web company profile as

promotional 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 people in Jember are not interested to open website. In addition, those promotional medias are less effective 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 promotional media. The effective promotional media that provide complete information about the company and deliver in interesting and attractive ways, that is company profile video that has many benefits rather than other promotional media.

Based on the demand of Lembaga Kursus dan Pelatihan (LKP) Texas, this company 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 company profile video. Regarding that, not all of the potential customers know English well. Using English on the profile video also has purpose to make it more interesting and motivating. Hopefully the prospective students are getting excited to join this course by watching the company profile video.

Video is kind of audio visual media. Audio visual is known as media that combines between audio and visual. Therefore, the communicator 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 in 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 promotional media is suitable for Lembaga Kursus dan Pelatihan (LKP) Texas to promote directly to the prospective students.

Based on the background above, I decided to develop a company 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 as a promotional media for 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 such as 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 and interesting promotional 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

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.