

## **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 is used as their first language or the second language in a 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 is considered as one of requirements to have 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 do have English as their native language, those who have the command over the English Language are considered and respected as highly educated.

According to the study held by Chyssco (2008), in this globalization era, the quality of pledge human resource would determine the daily office affairs activities particularly good ability in communication. In today's world of globalization, English is the answer of urgent requirement of such a common language which can be understood by youth all over countries and the language in which all data and information is 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 Education system in Indonesia chose English as one of the subjects that must be taught in every level of education, at the level of primary education, secondary, and higher education. However, the educational program in Indonesia faced some problem in teaching English as foreign language. According to Shafa (2009), there are some aspects that affected the learning process of English was less effective. Those are aspect internal and aspect external. The example of internal aspect is from the teacher and the material that was given.

Unfortunately, teaching English in schools focuses more on written language only. They teach English in the form of written language to students and this is not a hundred percent learning. 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 external aspect is from the learners. Most 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 join 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 who required knowledge skills and life skills to develop themselves. Lembaga Kursus dan Pelatihan (LKP) is a part of non-formal education in order to help 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 Imam Bonjol Street 31 A Jember is an institution that creates young intellectual and ideal generation that can improve their social knowledge, technology and communication. It provides some courses like English, Japanese, Korean, France, Arabian and mandarin. It has become an institution accredited by Badan Akreditasi Nasional Pelatihan Non-formal (BANPNF) No ING 3509 0003 12 2009 and registered also in Operational Permission No 553/I04.10C/L493. In introducing its courses and attract the customers, Lembaga Kursus dan Pelatihan (LKP) Texas used promotion media in some forms. Those are brochure, catalogue and web company profile.

However, based on our interview with the owner of Lembaga Kursus dan Pelatihan (LKP) Texas we conclude that those promotions media is less effective. Brochure and catalogue are graphic promotional media that consist of complete informations to the customer but it less 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 people in Jember are not interested to open the website. In addition, those promotion media are less effective when Lembaga Kursus dan Pelatihan (LKP) Texas do promotion at school and cannot attract prospective students to join their courses. According to the owner of LKP Texas, Ir. Lucia EBR needs more effective promotion media. The effective media that provide complete information about the company in interesting ways is company profile video that has many beneficial rather than other promotion media.

Based on the demand of Lembaga Kursus dan Pelatihan (LKP) Texas, this video was presented in bilingual form, English and Bahasa Indonesia. It is recommended in order to avoid any misunderstanding from the customers while watching the company profile video. Regarding that not all of potential customers know English, some important information on the video need to be delivered in Bahasa Indonesia, for example the location of the course. It is very crucial to know the exact location of the course. Because when one customer cannot find where the course is, that is a problem for the company. Some other information still need to be delivered in English, regarding that this is Language Course, especially English. Programs that available in the course and the achievements are two main example of information which more properly delivered in English. Using English on the 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 company profile video.

Video is kind of audio visual media. Audiovisual is known as media that combines 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 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 a company profile video to solve the problem faced by Lembaga Kursus dan Pelatihan (LKP) Texas. The title of this project is “DEVELOPING COMPANY PROFILE VIDEO FOR LEMBAGA KURSUS DAN Pelatihan (LKP) TEXAS”.

## **1.2 Objective**

The objective of our 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 objectives above, there are some significances of this project. Those are:

### **1. For the Writer**

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

### **2. For the Lembaga Kursus dan Pelatihan (LKP) Texas.**

The Lembaga Kursus dan Pelatihan (LKP) Texas has an interactive and attractive promotion media of company profile to attract the prospective student's interest to join the course.

### **3. For the prospective students**

The prospective student can get complete information about LKP Texas. In addition, they are interested to join the course of Lembaga Kursus dan Pelatihan (LKP) Texas.

4. For the State Polytechnic of Jember

The result of this 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 State Polytechnic of Jember library