

CHAPTER 1. INTRODUCTION

1.1 Background

Course and training institution is a non-formal education that needed to help people developing their skills to be more focus and they can have a specific skill depends on their needs. Someone who want to increases a particular skill needed is suitable to join course or training institution. Therefore, the role of course and training institution is getting increase and it is become more important to be alternative to strengthen someone's skill. One of popular courses is English Course. This course has already established for a long time ago. Nowadays this kind of course is still exist prestigiously since English is getting widely used in the world. People has already admit that English course help them to increase their English skill. It is become evident that course or training institution is proper non-formal education to help people developing their skill.

According to Afandi (2016), English course is a non-formal education unit which supplies many kinds of knowledge, skills, and mental behaviors, it means they use their skills or potential in facing challenges in life and establish positive relationships with others for learning society in teaching learning activities as well as formal school. The advantages of an English course that is it has a flexible learning time and place, it is also has internal material in learning because the teacher is more focus in teaching one purpose. So, English course can help people to master the better English. The existance of English course is in many places as long as people needs to improve their skill in English. Jember is one of the cities that has many English courses. One of them is Hayyu's English Course.

Hayyu's English Course is one of English course institute which includes professional courses in Jember, particularly located in Jl.Achmad Yani no.07 Bangsalsari Jember, East Java. It was built by Drs. Suparno, M.Pd since 1991. Based on preliminary study, the writer got many information from the owner that Hayyu's English Course has students around 175-200 students includes students

of Elementary School, Junior High School, Senior High School, and public. Many students who graduated from Hayyu's English Course increase their English skill well. Many students of this course continue their study in abroad.

To attract the student's candidate, the owner is only promotes their course by using banner and website. Unfortunately, the owner has never update the information in website, so the information is still not complete. The website is only contains the name of manager/owner, location and address, contact number, and their registration requirements. There can not be found the information about facilities, vission and mission, as well as teaching and learning program and activities. From this fact, the writer offered to make a company profile for this course in the form of booklet. The owner agreed with the writer's idea and he supported it. The writer makes a company profile booklet as promotional media to gives complete information of Hayyu's English Course. The goal is to makes the readers more understand and interested to come and join studying English in Hayyu's English Course.

Booklet is the one of education media in the form of a printed or book with the size about 14,8 x 21 cm that contain specific information and completed with teks, elements, photos, pictures, and color which are bound in one unit (Septiwiharti 2015 in Astri 2021). According to Agustrijanto (2001) in Khafidz (2019), Company profile is a general description of a company which want to do promotion through a book. So, it can be concluded that company profile booklet is a kind of printed promotional media in the form of book to promote and introduce a company with specific information and completed with teks, photos, pictures, and design color.

According to Roza (2012) in Astri (2021), booklet can be used as a media alternative to convey the information effectively, efficiently, and more attractive view. The simple form that contains the important information with the color design, image shown and has a small form, it can support the use of booklet that easy to bring everywhere to do marketing by the owner. Booklet has the advantages for the readers that is booklet has simple languages and words to explain the information, so that the readers can be easy to understand the

information delivered. The readers can also see and read the information in booklet without using internet data and the readers can get more information with read it clearly.

Based on the explanation above, the writer decides to make a company profile booklet of Hayyu's English Course to makes complete information about the course. The company profile booket will be used as an promotional media because Hayyu's English Course needs a promotional media in the form of company profile booklet. This product will be written in bilingual, English for foreign people and *Bahasa Indonesia* for domestic people. The writer will make the booklet using bilingual version because sometimes the owner invites foreign people to come in Hayyu's English Course, so that it can make the foreign people is also read and see the booklet. Hopefully, this product can attract and increases people to come and decide to study English at Hayyu's English Course.

1.2 Objective

The objective of this final project is to make a company profile booklet as Promotional Media to introduce and to promote LKP Hayyu's English Course.

1.3 Significances

Based on the objectives above, this final project can give some benefits to the following parties such as:

1.3.1 For the writer

In doing this final project, the writer is able to apply and improve her skills in writing, translation, grammar, and her digital skill.

1.3.2 For Hayyu's English Course

The product of this final project will be a promotional media for Hayyu's English Course to promote and introduce the course with complete information to Indonesian people or foreigners.

1.3.3 For Indonesian people and Foreigners

This product can help Indonesian people and foreigners to know or get clear information about Hayyu's English Course and also can attract them to learn English in Hayyu's English Course.

1.3.4 For English Study Program

By providing the report and product of this final project, the writer can give a reference for the students of English Study Program, especially for the students who want to conduct the same final project.