

CHAPTER 1. INTRODUCTION

1.1 Background

Lembaga Kursus dan Pelatihan (LKP), or course and training institution, is non-formal education that has another way to increase skill and knowledge besides school time because the course and training institutions have flexible time to study. Then the student can choose which skill they need to learn. Based on Fauzi (2018), the course is one of the training institutions from non-formal education. The learning process is the same as general education, but what makes it different is that course is to learn one skill specifically quickly. So, the course is one of the non-formal education which purpose to increase specific skill and knowledge based on each people need. Jember is one district in Jawa Timur that has many courses and training institutions but not all of them has license from government. From website Ministry of Education and Culture Indonesia, there are 47 LKP in Jember that have been registered until March 2021. One of LKP in Jember that has been registered is *Lembaga Kursus dan Pelatihan* Rafa's English House (LKP ROSE) in Gumukmas sub-district. LKP ROSE is located in Jl. Ahmad Yani No.103 Gumukmas, Kab. Jember 68165. LKP ROSE provides course, for instance English course, Mandarin course, computer course, mathematic, social studies, and sciences.

The writer has been doing a preliminary study. The writer got information this LKP ROSE has promotional media such as a brochure, Instagram, Facebook, and WhatsApp. However, those promotional media are less effective because the brochure does not contain complete information, and for Instagram and Facebook, the owner of LKP ROSE rarely updates on that platform. So, the owner of LKP ROSE is just active on WhatsApp, and it does not increase the number of students of LKP ROSE significantly. From the student data of LKP ROSE, the number of students that LKP ROSE had in 2018-2019 was only 100 students and increased by 5 students in 2019-2020 that has 105 students. From that data, the number of students that join only increases a few people because many people do not know

about this LKP. This LKP does not have media which contain complete information for the customer. Therefore, this LKP wants to increase the total number of students significantly. The owner needs printed media with complete information to introduce LKP ROSE and attract more students to join LKP ROSE.

The writer decides to make a company profile booklet of LKP ROSE because the owner of LKP ROSE asks the writer to make a booklet as media to introduce this LKP to other people. This media aims to introduce to people who comes directly to LKP ROSE and want to join with LKP ROSE to get more information.

1.2 Objective

This final project aims to make a company profile booklet of *Lembaga Kursus dan Pelatihan Rafa's English House*.

1.3 Significances

After Finishing this final project, hopefully will give benefit for following parties.

1.3.1 The Writer

This final project can be a media for the practice of his English skill, especially in writing. Besides that, it can be media for the writer to apply computer skills when making this final project

1.3.2 LKP ROSE

This final project can be media to introduce to customer and booklet to attract more people to join LKP ROSE.

1.3.3 English Study Program students of Politeknik Negeri Jember

This product can be references to make a company profile booklet for English Study Program students who will do the similar final project