

CHAPTER 1. INTRODUCTION

1.1 Background

Course and training institutions is a non-formal educational institution that provides training services to students, so they have knowledge and skills in developing themselves. Meanwhile, Solihin (2015) stated that course institutions are an institution outside the school that provides lessons and knowledge or skills given in a short time, so the results of the graduates of the course institution will be proficient and skilled in the certain field according to the fields that have been studied. Training that given are various, such as English course, computers course, sewing course, driving course, and so on.

Jember is one of the regencies in East Java Province which has many courses and training institutions. One of them is LKP ROSE which is located in Gumukmas Sub-district. The courses provided are English, computer, Korean, Japanese, and mandarin. This LKP also provides tutoring in other subjects like science, social sciences, and mathematics.

Based on a preliminary study that has been done, the writer got information that LKP ROSE has promotional media such as a brochure, Instagram, and Facebook. However, the owner said that these promotional media were less effective. For the brochure because they don't make brochures anymore. Meanwhile, for Instagram dan Facebook because their followers are few and the information provided is incomplete, they only upload photos without any explanation. In 2018-2019, the number of students was only 100, while in 2019-2020 there were 105 students. The students who take the course are only children or students from the schools around LKP ROSE. From this fact, the owner said that she wants to increase the number of students who take the course there. She needs another promotional media like a video.

Therefore, the writer decides to make a video company profile to help introduce and promote LKP ROSE. The writer will make a bilingual video company profile of LKP ROSE in English and Bahasa Indonesia. This video

will also give more detailed information about lessons offered in LKP ROSE. Besides that, the writer believes that a video company profile will be more interesting because it has a combination of moving pictures and text graphics. Furthermore, this video also would be easy to catch customer's attention and they would be easy to get the information needed by watching the video.

1.2 Objective

The objective of the final project is to make a video company profile that can be used to promote and introduce LKP ROSE.

1.3 Significances

Based on the objective above, there is some significance to this project.

a. For the writer

This product will be useful for the writer because she can apply her skill in writing, speaking, and also computer skills when making this product.

b. For LKP ROSE

This product can be a media of promotion for LKP ROSE.

c. For the customers

This product can help people know more about the services offered by LKP Rose. It includes the lessons, the fee, and the programs.

d. For Politeknik Negeri Jember

The result of this final project is also expected to become a reference for students who will do a similar final project.