

CHAPTER 1. INTRODUCTION

1.1 Background

Course and training institutions is a non-formal educational institution outside school that provides lessons, skills, and knowledge to developing the students. 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 learned. The training that is given is various, such as English course, math course, computers course, and driving course.

Jember is one of the regencies in East Java province and has many universities and education training centers. One of them is Global English Training Jember. Global English Training is an English course institution that was established in Jember in 2003. Global English Training implements a teaching system using a communicative method that is guided by competent tutors. Global English Jember provides several courses starting from the general English, specific English, up to international test preparation materials such as TOEFL, IELTS and TOEIC.

Based on a preliminary study that the writer has done, the writer got information that Global English Training Jember has promotional media such as banner, leaflets, radios, brochures, Facebook, and Instagram. However, the owner said that some promotional media such as banner, leaflets, radio and brochures were less effective. The owner of Global English Training Jember asked me, that she wanted to increase the number of students who take the course there. She needs another promotional media like a booklet.

In the beginning, the writer decided to make a booklet to help promote Global English Training Jember. But, because of the pandemic of Covid-19 the owner wanted a booklet in the form of digital. So, the writer changed the idea to make an e-booklet that Global English Training can distribute the e-booklet via internet. The writer believes that e-booklet can help Global English Training Jember to increase their customers because the writer made an interesting e-booklet with colorful picture and also the writer made this e-booklet in bilingual that is Bahasa Indonesia and English.

1.2 Objectives

The objective of this final project is to develop an e-booklet as promotional media of GET to give information and attract the customers.

1.3 Significances

Based on objective above, the significances of this project are:

1.3.1 For the writer

The writer can apply the skill in writing, translation, and computer.

1.3.2 For Global English Training

This final project can give advantage in promoting Global English Training to attract more customers to join Global English Training.

1.3.3 For the reader

The reader can get more information about the GET course.

1.3.4 For students of English Study Program

This final project can be a reference for the English students who wants to make similar project.