

CHAPTER 1. INTRODUCTION

1.1 Background

Non-formal education is one of the pathways that plays an important role in people's lives with the purpose of providing learning opportunities to the widest possible community. *Lembaga Kursus dan Pelatihan* (LKP) which is included in non-formal education also has a role and responsibility to implement quality education. The explanation on Laws of the Republic Indonesia number 20 of 2003 explained that: "Courses and training are forms of continuing education to develop students' abilities with an emphasis on mastering skills, competency standards, developing entrepreneurial attitudes and developing professional personalities." Meanwhile, according to Marzuki (2010), explained that the function of non-formal education is to build skills and knowledge through channels outside the formal school system. Based on the expert's definition it can be concluded that LKP is a non-formal learning process that is carried out with an emphasis on certain knowledge and skills which is carried out outside of school time.

LKP IYI (Indonesian Youth Institute) is one of the non-formal English language education located in Pasuruan. LKP IYI provides learning programs, namely: English for Kids, Survival English, English for Communication, Conversation Class, English for Specific Purpose, Class for Native Speakers, Chinese language courses, Japanese language courses, computer courses and accounting courses. LKP IYI also provides TOEFL/TOEIC/EILTS test preparation classes to assist their users complying with the international standard in English language competence.

Based on preliminary study, the writer got information that LKP IYI required a complete promotional media which can be read directly by customers. The owner only has several promotional media such as a brochure, Instagram, Facebook, and website. The promotional media do not provide specific

information about LKP IYI such as prices, pictures and contact person. Therefore, promotional media owned by LKP IYI needed to be updated to add more complete and up-to-date information. Based on these problems, LKP IYI needed other promotional media. One of printed promotional media which provides complete information about profiles, learning programs, and prices that can show directly to the customer is a booklet.

The writer decided to make a booklet as promotional media to help introduce and promote LKP IYI. The writer made promotional media in the form of a booklet because the booklet has a design with enough space to put all the information needed by the customer and the booklet can make the reader get the information about LKP IYI effectively. The booklet made in a bilingual version English and Bahasa Indonesia, because sometimes there are foreigners who want to learn Indonesian or want to join the English test in LKP IYI.

1.2 Objective

The objective of this final project is to make a booklet as promotional media for LKP IYI Pasuruan.

1.3 Significances

Based on the objective of this final project, the significances of the report and the product of this final project are expected to be useful for some parties:

1.3.1 For the Writer

In doing this final project, the writer can apply the abilities in writing (to write the content of the booklet and the draft of final project report) and her knowledge in translation (to make the script in Bahasa Indonesia and English).

1.3.2 For Lembaga Kursus dan Pelatihan IYI

The product of this final project hopefully can help LKP IYI to promote their programs by giving complete and clear information to the customer directly.

1.3.3 For the Costumer

The product of this final project can provide the customers to get clear and complete information about LKP IYI.

1.3.4 For the Students of English Study Program

The report and product of this final project can be used as references for English Study Program students related to develop a form of the booklet as a promotional media

1.3.5 For the Readers

This booklet can give detailed information about LKP IYI to the readers.