

CHAPTER 1. INTRODUCTION

1.1 Background

LKP (*Lembaga Kursus dan Pelatihan*) or courses are non-formal educational institutions that provide training services to students, so they have the knowledge and skills to develop themselves. According to Fauzi (2018), courses are one of the training institutions for non-formal education. Meanwhile, Solihin (2015) states that a course institution is an institution outside of school that provides lessons and knowledge or skills given in a short time so that the goal of the course institution's graduates would be proficient and skilled in certain fields according to their fields. The learning process is the same as general education, but what distinguishes it is the learning of certain skills in a short time. So the role of LKP is to improve skills, especially for a short period of time outside of school hours so that the goal of course institution graduates is to be competent and skilled in certain fields according to the field being studied. The training provided varies, such as English or foreign language courses, computer courses, subject courses, driving courses, and so on.

Pasuruan is one of the regencies in East Java which has many courses and training institutions. One of them is LKP Indonesian Youth Institute (IYI) which is located in Pasuruan city. They have course programs of English for Kids, Survival English, English for Communication, Conversation Class, English for Specific Purpose and Bahasa Indonesia course for foreigners. LKP IYI also provides TOEIC, TOEFL and IELTS preparation classes to help customers meet international standards in English. In addition, this institution also organizes courses in computers, and other foreign languages like Mandarin, Arabic and Japanese .

Based on a preliminary study which was done, the writer got information that LKP IYI has promotional media before. The owner said LKP IYI has brochure, Instagram @lkpiyi, Facebook @Iyipasuruan and the official website at iyipasuruan.com as promotional media. Unfortunately, the information on previous promotional media about LKP IYI were not detailed enough because the

owner is less active in updating information on social media and the owner also said that LKP IYI did not have any promotional media with a bilingual version even though LKP IYI has a class program for foreigners who want to take Bahasa Indonesia courses. While that social media should be more updated, LKP IYI needs other promotional media that can reach the wider community and can be understood by everyone, such as electronic promotional media that contains complete information to attract students to take courses at LKP IYI. The writer proposed to the owner to make a promotional video as an additional promotional media for LKP IYI to be her final project, which is completed by the newest information. By making a promotional video that contains the latest information about this institution, it is expected to be able to increase the viewers interest to take course in LKP IYI.

The writer decided to make promotional videos to introduce and promote LKP IYI. The writer made this video in a bilingual version in English and Bahasa Indonesia. This video provided more detailed information about the programs offered at LKP IYI. This video also equipped by an audiovisual explanation so that it would be easily understood by the public. The writer chose LKP IYI as the object of the final project to assist the owner in promoting their institution because LKP IYI is a good and adequate learning institution in providing facilities and tutoring programs to students. So, LKP IYI would more well-known by the public since this promotional video would give detailed information about the course programmes in LKP IYI.

The owner said that the promotional video would be very helpful for his business, it will assist in providing information to everyone who watch the video. LKP IYI would use this video to promote their institution in one school to another school or another institution and was used to promote LKP IYI in education exhibition. So that it can make the target audience like a parents of student interested to provide course for their children.

1.2 Objective

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

1.3 Significances

Based on the objective above, 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

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

1.3.2 For LKP IYI Institute

The owner can use the product of this final project as a promotional media to promote LKP IYI Institute.

1.3.3 For The Customers

The results of the final project are able to provide detail information about LKP IYI Institute and its products for the customer

1.3.4 For Students of English Study Program

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